

THE TEA AND COFFEE TRADE JOURNAL

Contents for July, 1917

Volume XXXIII

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Being pioneers in peanut machinery construction, we are particularly well qualified to solve the peanut roasting problems of the trade. We believe we have the largest variety of sizes and styles of roasting machinery for peanuts (as well as for coffee) of any manufacturer in the United States. We design and construct special peanut roasting plants to order and to meet the customer's peculiar local conditions.

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G. A. Reuter, Chicago.	The New England Supply Co., Philadelphia.
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Marshall

Michigan

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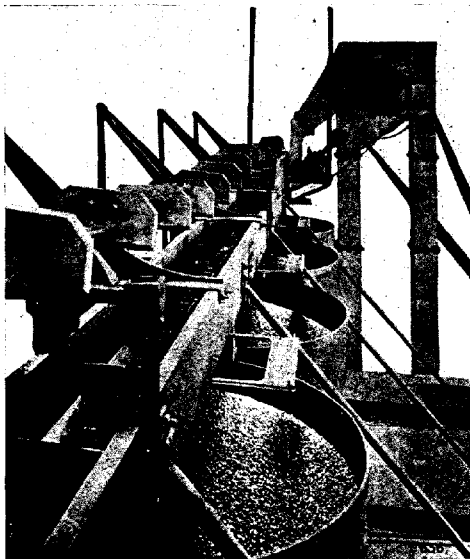
POINT NO. 6—All LAMBERT Roasters are equipped with an artificial exhaust which practically eliminates the smoke and chaff from the cylinder, prevents spotting and giving an undesirable flavor to the roast.

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Many readers of this journal won't know what this picture represents. But such readers will as are familiar with wholesale coffee roasting equipment; for nearly every important roasting room in the country uses precisely this apparatus over a line of roasters, for putting batches of green coffee in the feed hoppers ready to spout into the cylinders.

The bucket elevator at the further end lifts the coffee from a dump bin, somewhere below, and spouts it into the conveyor trough. The wood flights drag it along (every bean) to the first open gate, through which it drops (every bean) into a roaster feed hopper. The conveyor is driven by chain belt from the elevator and the elevator is driven from the roaster pinion shaft.

These Drag Conveyor details are typical of the connecting chain of standard apparatus which permits the rapid, economical and accurate operation of the best American roasteries.

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11TH AVE. & 43RD ST. NEW YORK

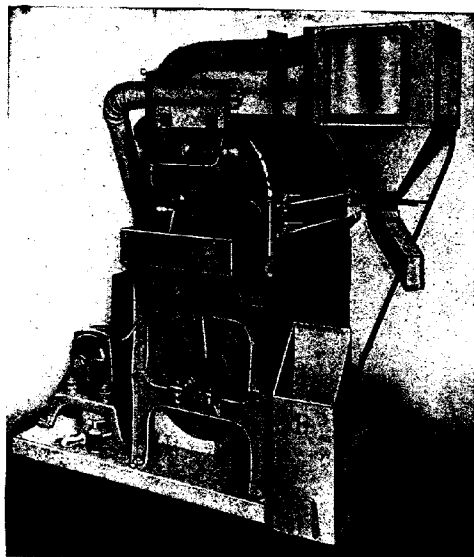
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has every chance for success if based on certain conditions which are essential for reasonable profits in a roasted coffee enterprise of any size, as follows:

1. A definite selling plan.
2. Ability to buy green coffee without taking someone else's word as to its real market value.
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Norfolk Downs, Mass.

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This represents wonderfully quick service and we congratulate you upon the achievement.

Very truly yours,
THE WHEATENA COMPANY,

By *A. R. Wendell*
Treasurer.

W.M.

The Wheateana Company
Cereals

Mills at Wheatenaville

Pneumatic Scale Corporation Ltd.,
Norfolk Downs, Mass.

Gentlemen:-

In reply to yours of 10th instant we would say that you are at liberty to use our letter of March 7th in the way you suggest. It is a pleasure to testify to the excellent service which you have rendered us, not only in the instance under discussion but in previous cases.

With kindest regards, we are

Very truly yours,
THE WHEATENA COMPANY,

By *A. R. Wendell*
Treasurer.

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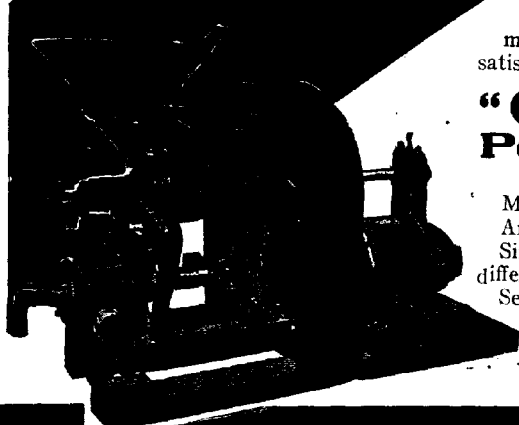
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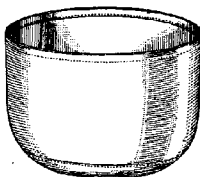
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Because they are good Teas, the Tea Planters of Netherlands, India, claim your support for their produce.

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**Insures the satisfaction
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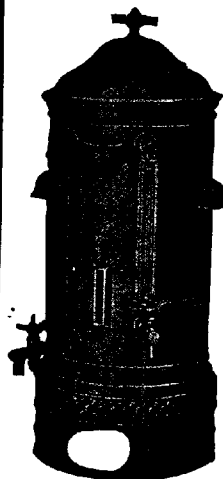
Write for description and prices.

Now is the time to cash in on what the National Coffee Roasters' Association and many independent coffee roasters are doing to boost "correct coffee making" as the one best way to stimulate the business.

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116 Hudson St., New York

TEA, COFFEE, CHOCOLATE and HOT WATER URNS

Made in all sizes up
to 25 gals. capacity



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Some of the finest grades that formerly went to Europe are now coming to this country. We import Costa Rica coffee direct from our own plantation. Let us quote you on this coffee.

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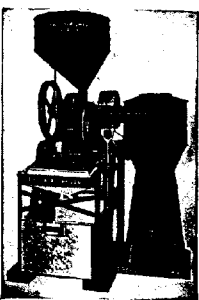
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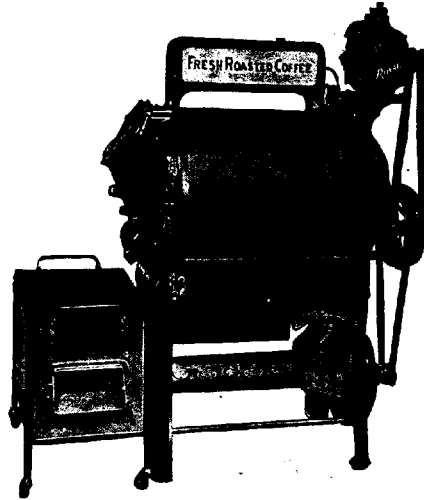
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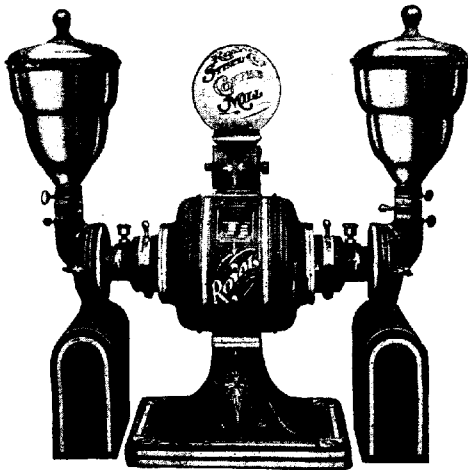
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THE TEA & COFFEE TRADE JOURNAL

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No. 1

WHO'S WHO IN THE TRADE



BEN. C. CASANAS

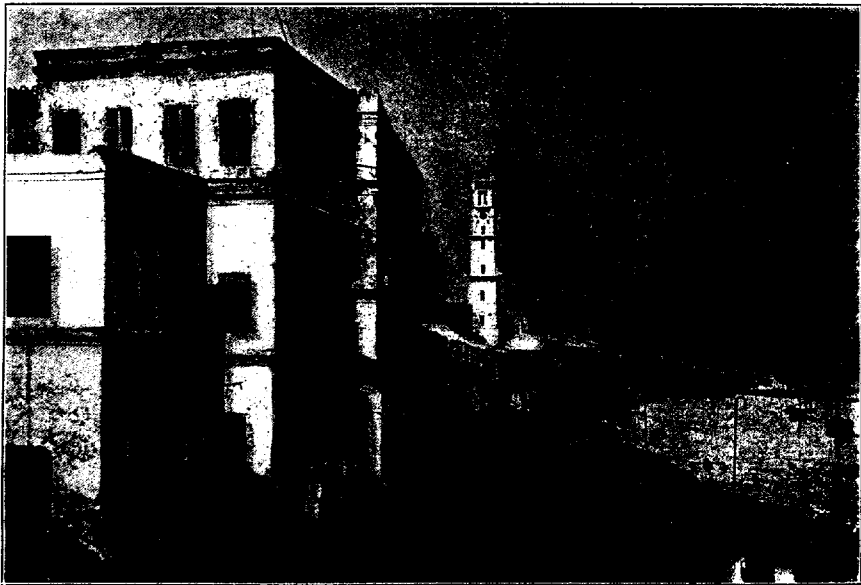
President of the Merchants Coffee Company of New Orleans, and
First Vice-President of the National Coffee
Roasters' Association

See page 38

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NATIVE VILLAGE IN THE HEART OF THE ZANZIBAR CLOVE BELT



CLOVES IN MAT BAGS READY FOR SHIPMENT AT THE PORT OF ZANZIBAR

SCENES IN THE WORLD'S GREATEST CLOVE GROWING DISTRICT

THE CLOVE INDUSTRY OF ZANZIBAR

¶More than a century ago this commercially important spice was transplanted from the Moluccas in the Dutch East Indies to this British Protectorate. To-day its production comprises the chief agricultural pursuit and the Sultanate stands as the world's premier producer, growing about 90 per cent of the total supply. ¶The author tells the story of the discovery of the "little sweet smelling nails," describes the cultural methods, gives trade statistics, and explains why this East African country maintains its supremacy in the world's spice country.

By HENRY P. STARRETT
Mombasa, British East Africa

THE clove industry of the Sultanate of Zanzibar (including the islands of Zanzibar and Pemba) is a unique example of a valuable economic plant, not indigenous to the country, having been introduced from abroad and developed until it became not only the most important agricultural endeavor of its adopted country but enjoyed an expansion which gave it the premier place in the world's production of that article. It is stated on good authority that Zanzibar is the source of over 90 per cent of the world's supply of cloves, the balance being furnished by the Molucca Islands* of the Dutch East Indies and by the French island of Madagascar. (Madagascar last year produced about 200 tons of cloves.) The value of this product to the Arab planters of Zanzibar averages roughly \$2,500,000 annually, the production varying widely from year to year.

CENSUS OF THE ZANZIBAR CLOVE TRADE

Apparently no accurate census of the acreage and number of clove trees of the Sultanate has ever been taken, but using the known statistics of the Government plantations (about 6 per cent of the total clove area) as a basis, the area actually devoted to the industry is approximately 54,000 acres, of which 36,000 are in the island of Pemba and 18,000 in the island of Zanzibar. This area contains some 3,700,000 full-bearing trees, planted about 65 to the acre, different plantations varying considerably in this respect. The average annual production of cloves per tree for the past ten years is about 5 pounds, but every five or six years this production falls, for some unexplained reason, to less than one-half pound per tree, while in

other years it will run as high as 8 pounds, or even more.

The trees begin to bud in January or February; picking commences in July or August, and lasts for four or five months. Actual deliveries to the market occur throughout the year, but are heaviest from November to and including February. The marketing abroad is usually handled by European firms located in Zanzibar which have specialized in this trade for years.

PRODUCTION AND PRICES

The total crop returns for the last ten seasons (ending June 30) are as follows:

Season.	Zanzibar.	Pemba.	Total.
	<i>Pounds.</i>	<i>Pounds.</i>	<i>Pounds.</i>
1906-7	2,205,140	7,122,360	9,327,500
1907-8	7,478,170	18,969,755	26,447,925
1908-9	5,800,445	15,739,185	21,539,630
1909-10	3,838,730	10,501,645	14,340,375
1910-11	1,756,800	4,875,745	6,632,545
1911-12	7,377,735	20,375,355	27,753,100
1912-13	1,085,630	3,652,880	4,738,510
1913-14	5,095,510	22,333,290	27,428,800
1914-15	6,822,200	11,598,615	18,420,815
1915-16 (to March 21)	4,576,005	21,691,810	26,267,815

The extreme variance in production from year to year may be noted from the above figures, which also show that 1911-12 was the largest production year in the history of the crop, notwithstanding that since then a number of young trees have come into bearing. There is apparently no reason for these differences other than the general statement as to the sensitiveness of the tree to even very slight climatic changes.

Average Zanzibar prices received for these cloves range from 9 to 11 rupees per frasila (\$0.083 to \$0.102 a pound). The production of clove stems amounts to 18 or 20 per cent of the clove crop, the market price varying from 1 rupee

* Moluccas, or Spice Islands, a name applied to the Islands of the Malay Archipelago between Celebes and Papua, comprising Gilolo, Ceram, Buru, Amboyna, Ternate, the Banda and Sula Islands, Bachian, Waigeu, Morotai, Misol, and (in a broader extension) Timor Laut and the Aru and Key (Kei) Islands.

to 2 dupes 8 anas per frasila (from \$0.009 to \$0.023 per pound).

EXPORTS, DUTY AND FREIGHT RATES

Zanzibar's exports of cloves from 1912 to 1915 (the latest available statistics for calendar years) were:

Exported To	1912	1913	1914	1915
	<i>Pounds.</i>	<i>Pounds.</i>	<i>Pounds.</i>	<i>Pounds.</i>
Europe.....	6,067,460	8,789,644	5,707,601	9,270,001
America.....	2,576,520	1,975,518	3,499,917	4,494,299
Asia.....	6,539,897	6,772,530	7,657,767	11,525,332
Africa.....	68,157	275,047	105,123	135,822
Total.....	15,251,944	17,812,739	16,970,408	25,425,454

India is the largest purchaser, nearly one-half of the whole crop going to that destination; the United Kingdom comes next, followed by the United States and France.

Cloves for export are packed in bales containing 4 frasilas (140 pounds) each. There is an export duty on this product of 25 per cent ad valorem.

The ocean freight rate from Zanzibar to Liverpool on cloves is 133s. 4d. (\$32.40), plus 20 per cent war surcharge and 10 per cent prime per ton of 2,240 pounds. From Zanzibar to New York (with transshipment at Liverpool or Durban) the through rate is 178s. 4d. (\$43.33) plus 20 and 10 per cent.

ORIGIN OF "SWEET SMELLING NAILS"

The clove tree (*Caryophyllus aromaticus*, Linn.) is not a native of Zanzibar, but was introduced from the Moluccas, via Mauritius, at some indefinite date between 1790 and 1820. According to Sir George Watt, the name "clove" denotes its resemblance to a nail (clavus). There seems no doubt, he says, that the Chinese procured the clove from its island home for several centuries before it reached Europe; there are records that point to this traffic as early as 260 B. C. The clove was not regarded by the inhabitants of the Spice Islands as of any value until the Chinese desired to be supplied with "little sweet-smelling nails." In that circumstance alone lay the interest taken by the people of the Moluccas in the plant, and "nail" or "clove" became its name in most countries.

CULTURAL METHODS IN ZANZIBAR

Continuing, the authority just cited says, in his "Commercial Products of India":

"Cloves are the dried unexpanded flower buds of this tree. The corolla forms a ball on the top between the four teeth of the calyx, and the stalk is the immature ovary. They are at first green,

then turn yellow, and finally bright pink or scarlet. In this last stage they are ready to be picked. If allowed to remain longer on the tree the flowers expand, become fertilized, and the stalk of the clove then develops into a succulent purple berry containing one or two seeds. This is known technically as the 'mother clove.'

"The seeds are sown in rich mold about 12 inches apart. They germinate within five weeks, and when 4 feet high are transplanted from the nursery into their final position, 20 to 30 feet apart. Shade is necessary for the first two or three years; by the end of the third year the shade should be removed, and by the sixth the plants will have come into bearing and be in full crop by the twelfth. By 20 to 25 years they are usually too old to be profitable, though they may yield up to 150 years. It is, accordingly, customary to renovate certain portions of the estate every eight years. In the Moluccas the trees are topped at 8 or 9 feet, so as to secure low plants easy of being picked.

"In the Spice Islands the cloves are sometimes cured by being smoked over a wood fire until they assume a deep brown color, when the further drying is accomplished by the sun. Occasionally the buds are scalded before being dried. If bright sunny days prevail artificial heat may be dispensed with and the buds sun-dried from first to last. The crop loses about 60 per cent in drying."

ZANZIBAR'S SUPERIOR CLOVE BELT

Many years passed after its introduction into Zanzibar before the Arab planters realized that in the clove they had found a valuable commercial plant which was better adapted to the peculiar conditions of the climate and soil of this Sultanate than it was to its own native environment. Many tropical countries have attempted the cultivation of cloves, but few have experienced any material success. Even along the coastal plain of British East Africa, where climatic conditions are apparently similar to those of Zanzibar, every effort to establish the tree has met with failure. Rainfall, atmospheric conditions, natural drainage and soil elements have their bearing upon the successful culture of the clove tree, for it is only when all these factors combine at a certain ill-defined point that the plant will thrive. Mr. Robert N. Lyne, formerly Director of Agriculture of Zanzibar, in an address on this subject at Brussels in 1910, said:

"It (the clove tree) has been tried in all countries in that part of the world. In one it languishes, in another it overgrows itself and runs to foliage, in a third it won't grow at all. It is

one of the most fastidious of trees, as there are even parts of Zanzibar and Pemba where it will not thrive. 'A deficiency of a few inches in the rainfall, a slightly overdrained or underdrained soil, is enough to blight its career. The geological



HOW CLOVES LOOK WHEN READY FOR PICKING

formation of the islands no doubt plays an important part in the welfare of the tree. Arabs tell you that cloves like 'bopwe,' a word which may be rendered geologically as a basin; they prefer hills to valleys and undulating to flat land. The clove belt in Zanzibar is inclosed to the north, east and south by a rampart of coral rag and to the west by a range of hills. The range is some three miles from the coast, and though the clove trees creep down the seaside slope here and there they do not extend to any distance. The conformation of Pemba is very similar—to the east an outcrop of coral; to the north, west and south coral islands and reefs through which the tidal waters enter. This island conformation is favorable for the draining of the water toward a central basin, continually replenishing the lower reservoirs of the soil and keeping the water level through capillary attraction within reach of the trees. Thus we have rainfall, temperature, humidity controlled by the sea and drainage, all combining in a remarkable degree to furnish the ideal conditions for a most valuable plant."

A typical meteorological report (that for 1915) for the Zanzibar town station gives some idea of

the peculiarities of the climate: Longitude, $39^{\circ} 11' 15''$ E.; latitude, $6^{\circ} 9' 46''$ S.; height above mean sea level, 69 feet. For the year, mean pressure, 30.161; air temperature, mean, 80.1; mean of minimum, 77.1; mean of maximum, 85.7; absolute minimum, 70.6; absolute maximum, 94.9; tension of vapor (average for year), 0.803; relative humidity, 78 (average for the year).

Specialized labor also has had its influence in maintaining the industry, for it is to be noted that generations of cultivators and pickers, who have known no other employment throughout their whole existence, have followed one another in the tasks of their forefathers. In no other way, perhaps, could the culture of cloves have been continued, as the tree and its crop require expert management and handling. Even the financing of the plantations and crops has been carried on by



NATIVES GATHERING CLOVES IN ZANZIBAR

the same firms and their successors for generations.

THE ARAB INFLUENCE

An all-important factor which has contributed to the success in the establishment of this industry

in Zanzibar is the Arab and his ability to control native labor in a way which the European has never learned. Cheap labor, due to the practice of slavery (abolished in 1897), also had its influence. But even to-day, when the Arab no longer has the authority of the slave master to enforce his wishes, and must pay a monthly wage of 12 to 14 rupees (\$3.90 to \$4.55), his intimate knowledge of the native mind and his patient tolerance of idiosyncrasies render serious competition from the European a remote possibility. In this respect, also, it is hardly probable that a clove plantation, which requires many years to establish, and when in full bearing cannot be depended upon to produce a gross annual income of more than \$45 to \$50 per acre per year, would offer any real inducement to European capital and management. It is an industry peculiarly adapted to the temperament and ability of the Arab race. European participation in the industry will probably continue to be confined merely to the marketing of the product, the cultivation and harvesting being left entirely in the hands of the Arab planter.

MARTINIQUE'S COFFEE TRADE

Plantation Owners Have Taken Up Robusta and Liberia Varieties, Planting More Than 39,000 Trees

MARTINIQUE is another coffee-growing country that has experienced unparalleled prosperity since the European war broke out. While the total exports of coffee during 1915 were less than in 1914, it was due to the fact that many of the coffee planters turned their attention to sugar because of the high prices existing.

During the three years of 1913, 1914 and 1915 the planters turned their attention to Liberia and Robusta varieties, setting out more than 39,000 trees in that time. They discovered that after a few seasons the character of the Martinique soil influences the quality of the coffee, considerably modifying the strong and prolific Liberia. In certain soils the berry becomes smaller, much of the bitter taste disappears and the aroma resembles the Arabic, the variety that has made Martinique coffee famous in French markets. The Robusta variety shows a tendency when planted in selected soils to produce larger berries and have an improved flavor.

The quantity exported in 1915 was below the average, but the higher prices received placed it in value on an average with former years. There were 9.3 tons exported in 1915, as compared with 14 tons in 1914.

CACAO IN THE CAMEROONS

Plantations Which the British Won from the Germans in West Africa Have Been Cleared of Teuton Proprietors

THE fortunes of war transferred possession of the Cameroon cacao plantations from German hands into British, the latter driving out the Teutons shortly after the beginning of hostilities in Europe. While this colonial war was going on the plantations became overgrown more or less, but since have been cleared and are on the way to maximum production.

The Cameroons country adjoins Nigeria in West Africa, and has an area of 295,000 square miles and a population of 3,500,000. The port of shipment is still Victoria, a town established by the British missionaries long before the Germans took formal possession some years ago. To-day the Teuton influence is absent, the proprietors and overseers of that blood having been cleared out of their former colony, and the estates taken over and administered by a staff of British planters under the control of the Nigerian Government.

THE QUALITY OF CACAO IS GOOD

The quality of cacao produced is equal, if not superior, to the best yielded by the Gold Coast, which, however, is steadily improving under the expert advice of the local agricultural department. Last year's crop, which was gathered in December, seemed to be a record one for that section.

The type of cacao cultivated is chiefly that known as "forastero." It is grown on estates averaging from 1,000 to 2,500 acres, as compared with the comparatively small individual holdings of the peasant proprietors, who are the main planters on the Gold Coast. No attempt is being made at present to extend cacao cultivation in the Cameroons, and any progress in that direction would be costly, owing to the dense bushes and tropical forest which covers the undeveloped parts of the country.

The Cameroon cacao plantations are fairly free from insect pests, and the small amount of disease prevailing is attributable to the neglect of cultivation while hostilities between the British and Germans were in progress.

BRANDIED COFFEE OUSTS ABSINTHE

As a result of absolute prohibition of absinthe throughout France, coffee with a dash of brandy in it is now a popular after-dinner drink with all classes of French people.

LESS COFFEE FROM ADEN

Value of Both Imports and Exports Increases
in 1916 as Compared with 1915, While
Quantities Show a Slight Falling OffBY ADDISON E. SOUTHARD
Aden, Arabia

ADEN is called the "commercial emporium of the Red Sea district," and the trade returns for the official year ended March 31, 1916, demonstrate the fitness of the title. One of the most remarkable features of the sea-borne trade was the unusually prominent part taken by the United States, which, in purchases easily ranked ahead of all other countries and showed an increase of about 50 per cent over the preceding year.

FEATURES OF THE COFFEE TRADE

Aden's imports of coffee in 1915-16 were greater than in 1914-15, the respective figures being \$1,868,476 and \$1,542,671. Its principal sources of supply, mentioned in the order of their importance, are normally Abyssinia (via Jibuti), Hodeida, Mocha, Bombay, Abyssinia (Massowa), Straits Settlements and Somaliland.

From Jibuti comes principally the coffee known to the trade as Harrar and Abyssinian. The latter is mainly a wild coffee that is ordinarily considered of inferior quality, while Harrar coffee is popular, and some say it compares favorably with the better grades of Mocha. There are both the long and short berry Harrar, and the claim, which has never been substantiated, is still being made that some Aden exporters mix the Mocha and Harrar short berries and export the product as Mocha. There is now very little difference in the local market value of the two. Decreased imports of Harrar coffee in 1915-16 were apparently due to increased direct shipments from Jibuti.

As the port of Hodeida was closed, the shipments usually made from there came out through Mocha and Meidi to Aden. As a result of this inability to make the usual large shipments direct to America and Europe from Hodeida, and of the two successive heavy crops in the Yemen, the receipts of Mocha coffee in Aden increased nearly 100 per cent in the year 1915-16. All of the coffee from this source is known to the trade as Mocha, of which there are several grades, the principal ones being Mathari-Hermi, Yaffai, Saunani and Hodeida. The first three are the finer grades that come from the higher altitudes of the Yemen. The more ordinary grades are the Hodeida Nos. 1, 2 and 3, that come from the lower coffee-growing districts of the Yemen.

Imports credited from Abyssinia (Massowa) are chiefly of the ordinary grade Abyssinian coffee, and the increase in 1915-16 was apparently due to the lack of facilities for the usual direct shipments to the Continent. Receipts of Indian coffee from Bombay and of that credited to the Straits Settlements, said to be mainly Java coffee, decreased.

Some of the Harrar and Abyssinian producers found it easier to follow the old caravan route from Harrar to Zeyla, in British Somaliland, than to ship by rail to Jibuti, and this accounts for the large increase from the Somaliland Protectorate.

The bulk of the coffee exported from Aden went to the United States and France. American purchases in 1915-16 more than doubled those for the preceding year, both in quantity and value. Shipments to the United Kingdom and Italy decreased, whereas those to Spain increased by about 50 per cent. Aden exports coffee to all parts of the world.

IMPORTS AND EXPORTS BY COUNTRIES

The quantity, in hundredweight of 112 pounds, of coffee imported into and exported from the port of Aden by countries in 1913-14, 1914-15 and 1915-16 are shown in the accompanying statement:

COFFEE TRADE OF ADEN, ARABIA			
COUNTRIES	1913-14	1914-15	1915-16
Imports from—	Cwts.	Cwts.	Cwts.
Mocha	13,553	10,898	57,067
Abyssinia	54,012	55,140	50,636
Somaliland	1,724	1,323	2,591
Straits Settlements	3,301	4,697	2,854
India (Bombay)	1,334	10,322	2,660
Hodeida	50,619	15,591	96
All other countries	2,100	5,508	9,835
Total	127,543	103,470	125,739
Exports to—			
United States	38,304	29,831	42,067
France	26,570	19,931	26,190
Africa and adjacent islands	21,345	20,292	25,217
United Kingdom	5,223	10,397	9,280
Spain	4,897	3,018	4,510
Italy	7,347	4,864	4,130
Arabian Gulf ports	7,610	8,043	8,267
Australia	1,985	1,324	1,804
All other countries	25,841	12,520	6,107
Total	139,022	101,040	128,172

The average value of coffee during the year under review was 20 cents per pound, as against 19½ cents in 1914-15 and 16¾ cents in 1913-14, but during the current year of 1916-17 it has been much lower in price.

COFFEE EXPORTS FROM VERA CRUZ

The value of the declared exports of coffee to the United States from Vera Cruz consular district, Mexico, for the first three months of 1917 was \$1,346,424, and the quantity 11,020,807 pounds

AMERICAN TEA AND COFFEE TRADE FROM 1847 TO 1916

An official Government tabulation prepared by the Bureau of Foreign and Domestic Commerce showing the tea and coffee imports and exports of the continental United States, consumption per capita, average import price per pound, etc., from the fiscal year of 1847 to June 30, 1916:

THE STATISTICAL RECORD OF TEA IN THE UNITED STATES

PERIOD.*	IMPORTS.		FOREIGN EXPORTS.		NET EXPORTS.		Average Price Per Pound.	Consumption Per Capita.
	Quantity.	Value.	Quantity.	Value.	Quantity.	Value.		
	Pounds.	Dollars.	Pounds.	Dollars.	Pounds.	Dollars.	Cents.	Lbs.
1847-50†	21,837,037	4,832,880	2,686,938	959,606	19,150,099	3,873,280	20.0	0.86
1851-60†	25,658,898	7,028,689	4,631,040	1,608,081	21,027,858	5,390,558	25.5	.76
1861-70†	34,943,675	9,924,418	2,349,468	955,894	32,594,207	8,968,554	28.4	.92
1871-80†	61,961,814	19,417,635	2,125,806	808,006	59,836,006	18,549,629	31.3	1.33
1881-90†	79,267,298	15,650,840	2,833,072	379,454	76,534,226	15,071,386	14.7	1.35
1891-95†	90,073,168	13,875,064	997,896	185,772	89,075,272	13,689,292	16.3	1.18
1896-1900†	87,947,653	11,565,555	1,430,810	208,918	86,516,843	11,356,637	13.2	1.12
1901	89,806,453	11,017,876	1,303,899	152,638	88,502,554	10,865,238	12.3	.92
1902	75,579,125	9,390,128	1,203,972	147,939	74,375,153	9,242,189	12.4	1.27
1903	108,574,935	15,659,229	3,942,645	462,554	104,632,290	15,196,675	14.4	1.31
1904	112,905,541	18,229,310	3,288,023	394,284	109,622,518	17,835,026	16.1	1.19
1905	102,706,599	16,230,858	789,515	124,234	101,937,084	16,106,624	15.6	1.06
1906	93,621,750	14,584,878	1,055,897	180,680	92,565,853	14,400,198	16.1	.96
1907	86,368,490	13,915,544	1,520,229	207,094	84,848,261	13,708,450	17.3	1.03
1908	94,149,564	16,306,870	1,046,474	148,441	93,103,090	16,161,429	16.2	1.24
1909	114,916,520	18,562,676	759,083	128,519	114,157,437	17,834,157	16.0	.89
1910	85,626,370	13,671,946	2,328,351	323,084	83,298,019	13,348,862	17.2	1.04
1911	102,653,942	17,613,569	3,287,366	447,504	99,366,576	17,166,265	18.0	1.05
1912	101,406,816	18,207,141	1,011,920	150,405	100,394,896	17,294,510	18.4	.95
1913	94,812,500	17,433,688	901,745	139,178	93,911,035	16,568,321	18.1	.91
1914	91,130,815	16,735,302	983,222	136,781	90,147,593	16,603,514	18.7	1.07
1915	96,987,942	17,512,619	4,813,878	749,255	92,174,064	16,763,364		
1916	109,865,935	20,599,857	796,474	157,738	109,075,461	20,442,121		

* The periods relate to years ended June 30. † Average for the period. ‡ Data relate to United States as a whole. Pro-
duction (if any) for non-contiguous territory is lacking.

THE STATISTICAL RECORD OF COFFEE IN THE UNITED STATES

PERIOD.*	IMPORTS.†		EXPORTS.‡		REMAINING FOR CONSUMPTION.		Average Price Per Lb.	Consumption Per Capita.
	Quantity.	Value.	Quantity.	Value.	Quantity.	Value.		
	Pounds.	Dollars.	Pounds.	Dollars.	Pounds.	Dollars.	Cents.	Lbs.
1847-50a	154,724,895	9,413,791	10,835,938	771,812	143,888,957	8,641,979	6.0	6.49
1851-60a	203,190,285	18,370,205	14,709,948	1,480,723	188,480,337	16,889,482	9.0	6.81
1861-70a	173,289,766	18,790,274	8,228,527	1,388,843	165,061,239	17,401,431	10.5	4.69
1871-80a	331,924,615	48,874,140	7,910,648	1,257,182	324,014,167	47,616,958	14.7	7.25
1881-90a	513,030,498	55,380,702	24,725,173	2,898,013	488,314,325	52,482,689	10.8	8.59
1891-95a	585,270,320	98,219,332	8,787,877	1,485,655	576,482,443	96,735,677	10.7	8.69
1896-1900a	761,715,403	67,829,710	21,819,383	2,379,760	739,896,020	65,449,900	8.9	10.13
1901	857,018,121	63,104,646	45,835,281	4,179,779	811,182,840	58,924,867	7.4	10.45
1902	1,092,344,170	71,125,449	35,124,572	2,956,724	1,057,219,598	68,168,725	6.4	13.34
1903	923,253,821	60,146,754	48,849,256	3,818,574	874,404,565	56,328,180	6.6	10.82
1904	998,677,479	69,988,202	35,101,569	3,122,547	963,575,910	66,865,655	7.0	11.68
1905	1,046,028,441	84,710,383	37,087,048	3,586,268	1,008,941,393	81,124,115	8.1	12.00
1906	853,799,615	73,514,444	19,132,592	1,907,708	834,667,023	71,606,736	8.6	9.74
1907	986,595,923	78,382,823	11,626,599	1,293,194	974,969,324	77,089,639	7.9	11.17
1908	892,092,410	67,863,830	17,115,254	1,597,088	874,977,156	66,265,742	7.0	9.84
1909	1,051,749,705	79,341,076	15,187,757	1,484,239	1,036,561,948	77,853,327	7.5	11.45
1910	873,993,689	69,504,647	13,569,288	1,513,684	860,414,401	67,990,933	7.9	9.33
1911	878,322,468	90,949,963	8,371,003	1,096,052	869,951,465	99,853,911	10.3	9.28
1912	897,747,747	118,233,958	7,196,311	1,085,562	890,551,436	117,148,396	13.3	9.23
1913	866,653,989	119,449,045	7,134,641	1,139,134	859,519,348	118,309,911	13.8	8.85
1914	1,006,362,294	111,454,240	13,811,301	2,137,937	992,550,993	109,316,273	1.1	10.06
1915	1,126,041,691	107,794,377	70,652,754	8,288,894	1,055,388,937	99,503,483	9.6	10.32
1916	1,203,840,591	115,905,134	75,817,516	9,108,586	1,128,023,075	106,796,588	9.6	10.97

* The periods relate to years ended June 30.

† After 1900 includes imports into continental United States and shipments thereto from non-contiguous customs districts.

‡ After 1900 includes exports, domestic and foreign, from continental United States and shipments therefrom to non-contiguous customs districts.

a Average for the period.

b Import prices for 1891 and 1892 were overvalued by reason of depreciation of Brazilian paper milreis.

c Information for 1901 and 1902 relative to non-contiguous customs districts is somewhat fragmentary.

Business is going to be different, and is going to be more active than you have ever seen.—Frank A. Vanderlip.

The Italian Government has issued a decree by which coffee, cocoa and chicory are removed from the list of prohibited imports.

AN ESSAY ON COFFEE

A Description of Culture, Preparation and Marketing Methods—How It is Bought and Sold on Exchange

By A. KIRSCHKE
New York

SCIENTISTS say there are twenty-nine varieties of the coffee plant. However, only two of these are cultivated, namely, *Coffea Arabica* and *Coffea Liberica*, of which the former is by far the more important. In the wild state the plant grows like a tree to a height of 16 to 20 feet. In cultivation it resembles a bush and attains a height of 5 to 10 feet. The plant requires much moisture and a minimum temperature of 33 degrees F. It thrives, therefore, only in tropical countries. Altitude also plays an important part in the cultivation of coffee, the best quality being grown in altitudes of 3,000 to 5,000 feet, and the lower the altitude the poorer generally is the coffee produced. The leaves of the plant are ever-green, leather-like to the touch and elliptical in shape. The blossoms are white and of a pleasant odor. The fruit berry is at first green, later turning to cherry red, and at maturity to carmine red. The seed of the fruit is the coffee bean. The plants yield on an average about half a pound of berries in their third year, which one or two years later increases to 1 pound or 1½ pounds. If properly treated they bear fruit up to the thirtieth year, and in exceptional cases up to the fiftieth year, but from the eighteenth year the yield gradually decreases.

PREPARATION

After the berries, or cherries, have been picked they are prepared according to either of two methods. The more primitive one is to spread the berries out for drying in the yards, where the tropical sun soon dries the fleshy part into a hard crust. After a few weeks' drying the crust is removed by a machine called the "tahona" (old way), or the "trilladora" (the new way), leaving the bean in its final condition. The coffee thus treated is called dry-hulled coffee, natural coffee, unwashed coffee, or in Spanish, *Café Trillado*.

The other and more modern method is to remove the flesh of the berries immediately after picking by the use of water and machinery; the soft part is washed off, hence the name of washed coffee, or "Café lavado." This washing process leaves the beans enclosed in a horn-like substance, which is called the husk, parchment or "per-

gamino," and in this condition they are spread out for drying by the sun, though in some countries artificial heat is used to shorten the process and to be independent of the weather. Sometimes the completely dried beans (still in their parchment) are shipped as they are, though generally, in order to reduce freight costs, the parchment is removed by a machine called the "descascaradora," and finally cleaned in the "pulidora."

If care is taken that only the ripe berries are picked, the result is a much higher quality coffee than if ripe and unripe berries are gathered together indiscriminately.

The crop year is reckoned from July to July. In Brazil three main gatherings are practiced; in most countries, however, only one intensive gathering takes place, while in some the picking may be said to go on more or less actively all the year around.

WORLD PRODUCTION

The total annual production of the world has averaged during the last few years about 20,000,000 bags (reckoning a bag as containing 132 pounds). About two-thirds was produced by Brazil, and the remainder by all the other coffee-producing countries.

WORLD PRODUCTION OF COFFEE IN 1913

	In Bags of 132 Pounds	Bags
Brazil	14,500,000	14,500,000
Colombia	1,157,000	1,157,000
Venezuela	800,000	800,000
Guatemala	660,000	660,000
Salvador	450,000	450,000
Dutch Indies	450,000	450,000
Haiti	400,000	400,000
Mexico	380,000	380,000
Costa Rica	290,000	290,000
Nicaragua	185,000	185,000
British Indies with Singapore	187,000	187,000
Arabia and Abyssinia	100,000	100,000
Jamaica	70,000	70,000
Hawaii	30,000	30,000
Other countries	300,000	300,000
Total	19,869,000	19,869,000

CONSUMPTION

The United States is the largest consumer of coffee in the world, consuming about 40 per cent of the entire production, or about 8,000,000 bags of 132 pounds each. This consumption represents the enormous sum of over \$100,000,000. The quantity consumed in this country is about three times the amount consumed in Germany, four times the amount in France, eight times the amount in Austria-Hungary, and thirty times that in the United Kingdom. These figures suggest an approximate per capita consumption of 10 pounds in the United States, 6 pounds in France, 5 pounds in Germany and ½ pound in the United Kingdom.

Brazil supplies about three-quarters of all the

coffee consumed in this country, nearly all the remainder coming from other American countries, chiefly Colombia, Venezuela, Central America and Mexico.

All coffee used in the United States is divided by the trade into two main groups, coffee from Brazil and coffee from all other countries, the latter being also known as mild coffee.

BRAZIL COFFEE

Santos, Rio, Victoria and Bahia are the principal Brazilian coffee ports, and they give their names to the coffee shipped from those points. The most important feature of the Brazilian coffees is their abundance and their comparative cheapness. In all other respects, and above all in drinking qualities, they are far inferior to the milds. The Santos coffee is sweet in the cup, and constitutes the foundation for nearly all the cheaper blends. Rio coffee, on the other hand, has a peculiar pungent flavor, variously described as rank, harsh or bitter, making it quite unsuitable for blending. This flavor is so undesirable to the educated American palate that a trace of it in any high-grade coffee makes it lose considerably in value. For this reason the Santos coffee is of far greater importance for the American market. Its two main divisions are the flat bean Santos and the Bourbon Santos, which is a roundish and curly bean.

MILD COFFEE

Mild coffees have more body, more acidity and a finer aroma; in short, more desirable drinking qualities than the average Brazil coffee. As a general rule, they also have a better appearance (style), both in the green and in the roast, which is owing to the fact that greater care is used in their picking and more elaborate methods in their preparation. This is not true of all mild coffees, but it is true of nearly all the higher grades. They are of great importance for blending purposes, most of them possessing a well-defined individual character, though groups of them may be formed with more or less common characteristics, a fact which even enhances their blending value. The following arrangement gives a rough idea of the relative market value of the principal mild coffees compared with Brazil No. 7:

AVERAGE MARKET VALUE OF COFFEES	
	Cents
Mocha	21
Java	20
Liberia	18
Colombia, Guatemala, Mexico and Porto Rico.....	15
Nicaragua, Costa Rica and Salvador.....	13½
Honduras and Jamaica	13
Venezuela (Maracaiibo)	12½
Brazil, No. 7	10

While business in Brazil coffee is done according to Exchange types, that in mild coffees is according to samples, which are called "types" if the samples are artificial, and "actual samples" if they correspond to stock lots.

CLASSIFICATION

The commercial classification of coffee is a matter of great complication. The factors which determine the market value of coffee are almost infinite in number, the quality being usually considered from three different points of view, namely, the character of the green coffee, the roasted coffee and the coffee in the cup.

The classification adopted by the New York Coffee Exchange for "Exchange Delivery" takes account only of imperfections in the green coffee, neither roasting nor drinking quality, nor color, being considered. The imperfections considered are black beans, broken beans, shells, immature beans ("quakers"), stones and pods. The black beans constitute the unit for counting the imperfections; that is to say, all defects, no matter what they are, are calculated in terms of *Black Beans*, according to a fixed scale, which is practically as follows:

IMPERFECTIONS

3 shells equal	1 black bean
5 "quakers" equal	1 black bean
3 broken beans equal.....	1 black bean
1 large stone equals.....	2 to 3 black beans
1 medium stone equals.....	1 black bean
2 small stones equal.....	1 black bean
1 pod equals	1 black bean

The ideal coffee contains no defects. Such coffee, if it existed, would be standard, or type No. 1. If a one-pound sample contains six black beans, or equivalent imperfections, it is graded as standard No. 2, and so on according to the following scale:

- Type No. 2—6 black beans or equivalent defects.
- Type No. 3—13 black beans or equivalent defects.
- Type No. 4—25 black beans or equivalent defects.
- Type No. 5—60 black beans or equivalent defects.
- Type No. 6—110 black beans or equivalent defects.
- Type No. 7—Graded by comparison with the recognized exchange types.
- Type No. 8—Graded by comparison with the recognized exchange types.

Qualities inferior to No. 8 are not admitted into the United States.

COFFEE EXCHANGE

The basis for quotations of the New York Coffee Exchange is Rio type No. 7, and all other types move in a fixed relation to it, as shown in the accompanying table.

Thus, if we see Rio No. 7 quoted at 7.00, we know that Rio Type No. 3 would be 9.10, Santos No. 3 would be 9.90, and Maracaiibo No. 3 also

BRAZILIAN COFFEE—NOT SANTOS		SANTOS COFFEE	OTHER KINDS—NOT BRAZILIAN
Type		Type	Type
No. 1—180 points above.		No. 1—250 points above.	No. 1—300 points above.
No. 2—150 points above.		No. 2—230 points above.	No. 2—250 points above.
No. 3—120 points above.		No. 3—200 points above.	No. 3—200 points above.
No. 4—90 points above.		No. 4—150 points above.	No. 4—150 points above.
No. 5—60 points above.		No. 5—100 points above.	No. 5—100 points above.
No. 6—30 points above.		No. 6—50 points above.	No. 6—50 points above.
No. 7—Basis.		No. 7—Basis.	No. 7—Basis.
No. 8—50 points below.		No. 8—50 points below.	No. 8—50 points below.

A point is the hundredth part of a cent.

9.90. (The units of quotations are pounds and cents and decimal fractions of cents.)

It will be seen from this that the difference in value between the various types in the case of non-Brazilian coffees, amounts to $\frac{1}{2}$ cent above and below the basis; the same margin applies to Santos coffee, with this exception, that in the higher prices, from three upward, the difference amounts only 30 points, while in the case of other Brazilian coffees (Rio, Victoria, Bahia, etc.) the difference amounts to $\frac{1}{2}$ cent below the basis and 30 points, or roughly, $\frac{1}{4}$ cent, between all the types above the base.

Dealings on the Coffee Exchange are mostly concerned not with the delivery of actual coffee, but with the purchase or sale of contracts for future delivery. These contracts are dealt in just like stocks or bonds; they are settled by the payment of the difference, or margin, and it is comparatively seldom that the option of delivering actual coffee is exercised. This is called business in "futures," or "options." As a general rule, these operations are either in the nature of an ordinary speculation on margin, or they serve the legitimate purpose of effecting "hedges" against oldings or short sales of actual coffee.

An important point to note in connection with future contracts made on the floor of the Exchange is that under such contracts delivery may be made of any type recognized by the Exchange, subject only to grading adjustment. Any buyer of coffee, therefore, who needs coffee of a particular quality—and quality embraces type as well as any special feature in size of bean, roasting and drinking character—will make a contract with a firm that deals in actual coffee. But even these contracts are subject in certain respects to Exchange rules, which have become the custom of the trade.

CONTRACTS FOR DELIVERY

Contracts for the actual delivery of coffee are usually made outside the Exchange, no matter whether it is "spot" coffee or coffee to arrive, and nothing but the mutual agreements of the contracting parties governs them. For this reason

alone it is very important that such contracts should be entered into with reputable parties.

Experience has led to a certain uniformity in trading. The coffee is either received here from the foreign shipper on what is known as the consignment basis and sold for a commission, or it is purchased outright from abroad. In the latter case the contract stipulates either delivery F. O. B. steamer at loading port, or delivery C. & F., or C. I. F., port of destination, which terms are clear without explanation. In the case of Brazil coffee, the jobber often acts as importer; that is to say, he buys the coffee from the foreign shipper, with or without the intervention of an agent or broker at this end. In such cases the prevalent method is to ship on the C. & F. basis. The importer furnishes to the exporter a letter of credit available on a London or New York bank, under which the last-named is entitled to draw against shipping documents for the amount of his invoice. It is customary to draw at ninety days' sight, so that the shipment will be in possession of the importer long before the bill becomes due, this enabling him to use the proceeds from the sale for the payment of the draft when presented. Where the wholesale buyer at this end does not himself import the coffee he usually buys on the so-called "in-store" terms, which means that he has to take delivery at warehouse, or store, in the port to which the coffee was shipped from abroad, either at New York, New Orleans or San Francisco, which are the three great coffee ports of this country. A month's storage privileges are a feature of these contracts, and usually 2 per cent discount for payment in ten days is allowed.

Contracts for delivery of Brazil coffee stipulate whether adjustment of differences is to be made on the basis of what is called "Brazil Grading," "Half Difference" or "Full Difference." Under all three conditions the buyer may reject the coffee if arbitration determines it to be a full type higher or lower than the one specified in the contract.

Under "Brazil Grading" he must accept delivery without any allowance if the coffee, though

not up to type, is better than the next lower type; likewise, he need not pay any premium if the coffee is of a higher type than the one specified.

Under "Half Difference" and "Full Difference" the buyer must pay to the seller half the difference or the full difference, respectively, of any over grading. The seller must pay to the buyer half the difference or the full difference, respectively, of any under grading.

If in addition to the type, the contract stipulates special features of description—as contracts for actual delivery usually do—the seller as a rule protects himself against claims regarding differences in description by a clause to the effect that description is given in good faith but not guaranteed.

AGEING OF COFFEE

Old-crop unwashed coffees often command a better price than new-crop coffees, but only if the ageing took place in the producing country, where the tropical sun turns the color of the beans to light brown or yellow. Such coffee is appreciated in different sections of this country on account of the fact that it has gained in body, and in certain blends can be used in conjunction with (or in place of) East India varieties to reduce cost. Artificial production of coloring by the so-called "sweating" process is detrimental to the cup value. All coffee improves with age to a certain extent, but after a certain period it gradually deteriorates—after seven to ten years it may be said to have lost a great deal of its commercial value, becoming what is known in the trade as "woody."

ROASTING

The theory advanced for this deterioration is that the beans contain certain essential oils which give the coffee its peculiar flavor and aroma. Roasting is supposed to bring these oils into a soluble form, so that they can be extracted by boiling water being brought into contact with the ground coffee. The degree of roasting varies according to individual fancy and the character of the coffee, from the light "City Roast" to the dark French-Italian roast, and in the producing countries even to complete incineration. When roasted, coffee soon loses its flavor and aroma; Brazil coffee after a few weeks, mild coffee after a few months. Coffee in this evaporated condition is called "rubbery."

LOSS IN WEIGHT

When coffee passes from one stage of preparation to another a loss in weight takes place, as shown hereunder:

100 pounds of coffee in the cherry produce 25 pounds in parchment.

100 pounds of coffee in parchment produce 84 pounds clean coffee.
100 pounds of clean coffee produce 80 pounds roasted.

BLENDING

Few coffees are drunk "straight," i. e., unmixed. This is partly due to the fact that when blended with suitable other coffees a more palatable product may be obtained. However, most blending is done for purely trade reasons, namely, for cheapness and for greater facility in matching or keeping uniform the character of any particular coffee. Blending before roasting is preferable to blending afterward, as the aroma evolved during the roasting process will better penetrate the coffee.

Blending is an art requiring many years of experience. But, as William B. Harris has stated, it may be said as a general rule that a properly balanced blend should have a full, rich body as a basis, to which should be added another growth having an acid character, and a further coffee or coffees to give, if possible, an increased aroma.

AUSTRALIA DRINKS LESS TEA

Since War Began the Southern Commonwealth Has Lost Its Supremacy as a Tea-Consuming Country

[SPECIAL CORRESPONDENCE]

COLOMBO, CEYLON, April 14, 1917.

WHILE the total shipments of tea from India and Ceylon to Great Britain during the financial year show a surprisingly small falling off, all things considered, the reduction in the shipments to Australia and New Zealand is so marked as to threaten the pre-eminence of those Dominions as tea-drinking communities.

Before the war came, Australia, with a consumption of 30,000,000 pounds in a single year, averaged some 7 pounds per head per annum, as compared with some 6½ pounds per head in the United Kingdom. The shipments from Calcutta and Chittagong to Australia and New Zealand during the first eleven months of the present year had fallen off by 6,000,000 pounds—or one-fifth of the pre-war consumption—as compared with 1915. Unless Australia has made up her shipments by purchases from Colombo or China, which is hardly likely, this reduction alone is sufficient to depose her from the head of the list as regards tea consumption. Possibly the gap has been wholly filled up by war time economies.

The Ceylon export to Australia, I may add, for 1916 was not more than 1915, and similarly for 1917 to date, as compared with 1916.

CYNICUS.

THE TRADE'S ROLL OF HONOR

News of Those Men Who Are Doing Their Bit to Help Win the War, at Home and Over Seas

UNDER this heading will appear each month the names of men and firms in the tea, coffee, spice and fine grocery trades who have identified themselves with the United States military or naval forces, or are in other ways active in the cause of national defense. In order to make this record as complete as possible, readers are requested to advise the editor of this department of individuals or firms they know are "doing their bit" in the war with Germany and whose names have not been listed in the Trade's Roll of Honor. The names of individuals should be accompanied by the name of the firm with which each is connected, as well as the military, naval or governmental organization in which each enrolls and his commissioned or non-commissioned rank.

IN MILITARY AND NAVAL SERVICE

Charles McDougall, of Arnold, Dorr & Co., New York—Lieutenant, First New York Cavalry.
C. L. Whiting, manager and secretary of Private Estates Coffee Company, New York—Officers' Reserve Corps, Plattsburg.
Grant Burns, of Jabez Burns & Sons, New York—Officers' Reserve Corps, Plattsburg.
W. A. Jordan, of W. B. & W. G. Jordan, Minneapolis—Officers' Reserve Corps, Fort Snelling, Minn.
Russell M. Elliott, of Arnold, Dorr & Co., New York—First New York Reserve Engineers.
William H. Coninx, of National Grocer Company, Detroit, Mich.—Yeoman, U. S. N., Newport News, Va.
William E. Farnel, Southern representative of Private Estates Coffee Company at Norfolk, Va.—Lieutenant, Aviation Corps.
F. Keating, of T. Barbour Brown, New York—U. S. N.
H. Mallon, of T. Barbour Brown, New York—U. S. N.
R. J. Stewart, of R. C. Stewart & Son, New York—Sergeant Chauffeur, United States Quartermaster's Corps.
Nelson Hendrickson, of Arnold, Dorr & Co., New York—New York Naval Reserve.
John Hock, of George W. Lawrence & Co., New York—First New York Cavalry.
R. Coffin, of A. C. Israel, New York—Captain-Adjutant, 47th New York Infantry.
Raymond Derringer, of A. C. Israel, New York—Second New York Field Artillery.

R. P. Lewis, of Edward Bleecker, New York—Captain, Second New Jersey Infantry.
James Norton, of Woods, Ehrhard & Co., New York—Able seaman, New York Naval Reserve.
George Faller, of Wm. Bayne & Co., New York—47th New York Infantry.
E. S. Ray, of Williams, Russell & Co., New York—Second New York Field Artillery.
John J. Ryan, Jr., of Weyman-Bruton Company, New York—U. S. A.

THE WORLD'S VANILLA CROP

Despite Drop in Mexican Production and Small Output of British Colonial Possessions, Last Year Showed Fair Averages

THE total yield of vanilla in the tropical producing countries of the world for the year 1915-16 is placed at 550 tons in an annual report recently published by H. Meyer. As compared with the productions of the last five or six years, last season's yield shows a fair average, in spite of the 40 per cent shortage in Mexico and the extremely small yield from British colonial possessions. As an example of the insignificance of the British yield, the Seychelles Islands produced 75 tons in 1901, 65 tons in 1907 and only 2½ tons last year.

Prices have remained at a low level in spite of the increased value of vanilla crystals, which are more than triple their ante-bellum rates. It is believed that the 1916-17 harvest will show a good average figure, and it is probable that prices will remain low, except in the case of Mexican beans.

GUADELOUPE AND MEXICAN SHORTAGE

The 1916 crop of Guadeloupe vanilla is at least 10,000 pounds less than the previous year, but the planters have obtained good profits. Reports from the Mexican vanilla planters are that the crop this year is very poor, and that consequently higher prices can be expected in the United States. Mexican dealers are understood to be holding their supplies for the higher market.

The shortage statement is borne out by the following figures issued by the American Consulate at Guadeloupe: During the quarter ended March 31, 1916, about 44,300 pounds of vanilla and vanilla, valued at \$29,465, were shipped to the United States, as compared with 9,930 pounds, valued at \$13,268, shipped during the corresponding period of 1917.

WAR COFFEE IN GERMANY

Brown Grain and Chickory Liberally Mixed with Coffee to Eke Out the Meagre Supply—Many Substitutes Marketed

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 21, 1917.

THE following statement relative to the regulation of the tea and coffee supply and how it is apportioned in Germany recently reached Government officials here:

"During the first year of the war there was no scarcity of coffee, tea, cocoa or chocolate, the latter two being little used in Germany as beverages. During the last six months of 1916, however, there was scarcity which was met by regulation of use. The first regulation made obligatory the use of a substitute with coffee, half and half; and all the middlemen were wiped out, retailers receiving supplies direct from the authorities. Hotels and restaurants were allotted half the amounts of their customary consumption, with an equal amount of substitute.

GRAIN USED AS COFFEE SUBSTITUTE

"In October, 1916, new regulations were issued. Coffee now comes in three grades—10, 25 and 50 per cent coffee. The best grade has a maximum price of 60 cents a pound. Many substitutes are on the market, composed largely of brown grains, with a certain amount of chicory. The quality of these surrogates finally became so bad that they were placed under the control of a specially created coffee commission.

"Tea was satisfactory until May, 1916, when supplies were confiscated and the retail sale regulated, the limit being set at half an ounce. The use of a substitute was not made obligatory; the prices varied from \$1 to \$2 per pound."

BRAZILIANS ARE GROWING BEANS

Bruno Stelle, representative for W. R. Grace & Co. at Rio de Janeiro, is reported as saying upon his recent arrival in this country that many of the large coffee planters in Brazil had turned parts of their coffee plantations into beans because of the high prices prevailing in the United States. Mr. Stelle says that 11,000,000 bags of beans will be shipped from Brazil to this country this season.

BRITISH CONDEMN DUTCH COCOA

The British Prize Court recently condemned 15,500 bags of cocoa beans seized aboard the Dutch ship *Rijn*, which sailed from Las Palmas,

Canary Islands, for Amsterdam on March 23, 1915. The court claimed the cargo was diverted from the German vessel *Assuan*, which took the cocoa from the Asociacion de Agricultores del Ecuador in June, 1914, for Germany, but was unable to deliver because of the outbreak of the war.

COFFEE IN NETHERLANDS-INDIES

In an analysis of coffee statistics for Netherlands-Indies recently sent to THE TEA AND COFFEE TRADE JOURNAL from Batavia, Java, appears the following tabulation for all coffee-growing districts for 1916 and 1917. (The figures indicate pounds):

PRODUCTION 1916.				
	Liberia.	Java.	Robusta.	Other Sorts.
Java.....	5,239,264	8,657,216	101,322,992	1,566,176
Sumatra.....	392,708	12,928,432	19,436,036
Celebes and Bali.....	353,872	11,605,712	82,688	816
Totals.....	5,985,904	33,191,360	121,841,716	1,566,992

PROBABLE CROP, 1917.				
	Liberia.	Java.	Robusta.	Other Sorts.
Java.....	2,867,072	3,927,680	95,905,568	2,067,376
Sumatra.....	313,480	7,885,280	17,549,440
Celebes and Bali.....	150,400	8,882,160	184,960	680
Totals.....	3,330,952	20,695,120	113,639,968	2,068,056

SALVADOR COFFEE CROP DAMAGED

Cable reports from San Salvador, following the earthquake and volcanic eruption of June 7, state that the larger part of the coffee crop in the department of La Libertad, was damaged by lava and fire, but that the rain accompanying the seismic disturbance washed much of the ashes from the plants and considerably lessened the extent of the damage. Those coffee plantations effected lay mostly on the side and at the foot of the volcano that erupted. The extent of the damage is not yet known.

INDIAN COFFEE TRADE THREATENED

If the government of Mysore, India, persists in developing a pig iron industry in the newly-discovered iron fields on the Bababudins, near Benkipur, some of the most lucrative coffee estates in the province will be devastated, according to a writer in the *Planter's Chronicle*, Bangalore, South India. He says that the coffee planters will be ruined by the loss of labor entailed by the new project.

CHINESE ESSENTIAL OILS

**Hongkong Market for Cassia Oils in 1916
Was Largely Controlled by an Unprecedented Demand from United States**

[SPECIAL CORRESPONDENCE]

HONGKONG, CHINA, April 16, 1917.

THE demand in the United States during 1916 for cassia oil, which was above normal, had a marked effect upon the trade in essential oils in Hongkong, China. The shipments to the United States increased in value from \$48,792 to \$113,732, while exports to all other countries decreased. American imports of aniseed oil fell off, however, from \$177,157 in 1915 to \$108,271 in 1916.

During the current year shipments of cassia oil to the United States declined during the first three months, amounting to only 41,330 pounds, valued at \$27,762, as against 89,999 pounds, valued at \$51,364 in January-March, 1916. On the other hand, American purchases of aniseed oil during the quarter have amounted to 138,387 pounds, valued at \$84,212, compared with 74,998 pounds, valued at \$46,700, in the like period a year before.

The strength of the demand for cassia oil in 1916 is shown by the fact that prices for the oil for some time have ranged far above those for aniseed oil, whereas before the war they were always considerably lower. Quotations for cassia oil during the year fluctuated sharply, opening at 95 cents (U. S. currency) a pound c. i. f. for 80/85 per cent oil and 91 cents for 70/80 oil. Later the price fell away to 89 cents and 85 cents, respectively, and at the time of the big slump in the trade last summer dropped to 77 cents and 73 cents. The year closed with sales at 85 and 81 cents for the two grades.

Aniseed oil opened at 83 cents a pound c. i. f., declining later to 75 cents, and closed the year at 79 cents, which was exactly the figure at which the oil closed the previous year.

ARON'S COFFEE IN PRIZE COURT

Sir Samuel T. Evans, president of the British Prize Court, has condemned 12,000 bags of coffee seized some time ago and said to belong to J. Aron & Co., of New York. Aron & Co. acknowledged only 8,000 of the bags, and in answer to the Attorney General's charge that the coffee was destined for Germany, claimed they had instructed their agent, Woods, to sell only to Russia and Scandinavia.

In a statement made in New York, Aron & Co. said the coffee had been shipped in 1915 and since released under bond. It was further stated that

an arrangement had been concluded with the British Government whereby all restrictions were removed from their houses, which are located in Santos, New York, New Orleans and in London, where a branch office has been established at 21 Mincing Lane, under the name of J. Aron & Co., Inc. Aron & Co. also declare their expectation of a reversal of the Prize Court's decision in the Privy Council, where the case will be heard on appeal.

SPANISH OLIVE OIL IN 1916

**Official Figures Show a Decided Falling Off
as Compared with Production in the
Preceding Year of 1915**

[SPECIAL CORRESPONDENCE]

BARCELONA, SPAIN, May 14, 1917.

THE production of olives in Spain during 1916 amounted to 1,146,599 metric tons, compared with 1,772,887 tons in 1915. Of last year's crop, 1,110,153 tons went to the oil presses, yielding 207,115 tons of oil, as compared with the 1916 production of 326,108 tons.

The olive crop was heaviest in Western Andalusia, where 334,755 tons of olives were gathered and 52,959 tons of oil extracted. Eastern Andalusia produced 281,994 tons of olives and 50,185 tons of oil. The four provinces of Catalonia came next with 169,832 tons of olives and 34,016 tons of oil.

The area devoted to olive culture in Spain was 3,674,844 acres in 1916 and 3,661,993 acres in 1915. Compared with the averages of the past five years, the olives gathered last year were 81.71 and the oil 80.65 per cent.

COFFEE ONLY FOOD NOT ADVANCED

Between March 15 and April 16 of this year coffee was the only food that did not advance in retail price, as is shown by statistics recently issued by the Federal Department of Labor. The increase of other foods was the sharpest in one month since August, 1914, and averaged about 9 per cent. Tea advanced 1 per cent and sugar 11.

COFFEE EXCHANGE AMENDS BY-LAWS

The by-laws of the Coffee and Sugar Exchange were amended early in June so that the Board of Managers on a two-thirds vote may close the Exchange or suspend trading in coffee or sugar on such days or parts of days as would in their judgment serve the best interests of the Exchange.

JAVA PLANTER VISITS U. S.

Prominent Coffee Grower and President of the Commercial Union of Soerabaya Seeks to Enlarge Market for Java Products in this Country

P. C. ter Kuile, of Soerabaya, Java, recently spent several weeks in the United States promoting the sale of Java products. Mr. ter Kuile is president of the Commercial Union of Soerabaya, and also is the head of a large coffee plantation with headquarters in that city. He arrived in San Francisco from Japan about May 15, and after spending nearly two weeks there came to New York.



P. C. TER KUILE

When seen by a representative of *THE TEA AND COFFEE TRADE JOURNAL*, Mr. ter Kuile explained that since the start of the war large stocks of various kinds of produce have been accumulating in Java, and that it was his purpose to create an enlarged market for these goods in the United States. He anticipated

little difficulty in securing shipping facilities. A recently formed steamship line, known as the Java Pacific Mail Steamship Company, operating between Java and the Pacific Coast, is expected to materially facilitate the prompt shipment of merchandise. Much of the freight from Java to this country now reaches the Atlantic coast via the Panama Canal.

As a coffee grower Mr. ter Kuile is naturally keenly interested in the upbuilding of the coffee trade between this country and Java. He states that unusually plentiful crops during the past two years, coupled with the curtailment of European shipments, have resulted in the accumulation of large coffee stocks in Java. This also applies to tea, rubber and numerous other commodities.

Mr. ter Kuile says that Java is seeking enlarged markets, not only in the United States but various other countries, including Japan and Russia. He spent about four weeks in Japan prior to visiting this country. He planned to leave New York for Holland the latter part of June, but contemplates a return visit to this country within a short time.

F. H. Kop, of Soerabaya, arrived in San Francisco on June 22, after a month's stay in Russia.

Mr. Kop is secretary to Mr. ter Kuile and also a coffee planter. He reports that business conditions in Russia are at present unfavorable for the development of trade with Java, but he expects to return there as soon as things become more nearly normal. Meantime, Mr. Kop will seek to interest American merchants in Java products.

ON TRADING WITH THE ENEMY

Secretary Redfield Urges Coffee Men to Stop Doing Business with German Concerns at Home or Abroad

WILLIAM A. REDFIELD, Secretary of Commerce, answering a question put up to him by John O'Donohue's Sons, New York coffee roasters, has advised them that should the proposed Enemy Trading Act become a law, without change, payments already made by O'Donohue's Sons to a Venezuelan coffee export house on consignments of coffee would be void, and they might be obliged to remit the same again to the Enemy Property Custodian provided for in the bill. The Honorable Secretary advises refusing payment of draft for consignments already sold, keeping a strict account of the transaction and holding the money to be disposed of as the legislation to be enacted may prescribe. He also advises that other unsold consignments be treated in the same way and that further business relations with the firm be suspended during the time of the war.

As to carrying on business relations with firms in Central and South America, or in the United States of America, which are presumably controlled by subjects of Germany or are subjects of her allies, Secretary Redfield points out that such business relations could only be carried on under the Enemy Trading Act by obtaining a license from the Secretary of Commerce.

The effect of the Enemy Trading Act on the coffee trade is expected to be considerable. A few years ago 30 per cent of the coffee shipped from Brazil was controlled by German houses, and on German concern alone controlled 17 per cent of this. There are any number of German-owned or controlled houses engaged in the coffee business in Central American countries. In the United States, before the war, many German coffee houses did a thriving business. Some of these are said to have been reorganized and to have become Americanized. A prominent coffee roaster of the Middle West announces that he proposes to examine into the antecedents of the houses with whom he does business through their New York agents.

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO COFFEE BUYERS

Series of Discussions of Coffee Problems
Designed to be Helpful to Wholesale
and Retail Coffee Distributors

By WILLIAM B. HARRIS
Coffee Expert, U. S. Department of Agriculture,
New York

No. 11—COFFEE BREWS

The proper brewing of coffee is a subject concerning which there is considerable difference of opinion. Roasters, retail merchants and even consumers advocate different grinds, and consequently different methods for securing the best results. Manufacturers who have spent money and time in developing coffee-making devices are led to be heard, and the housewife, of course, reserves herself the last word on the subject, sometimes even insisting upon the addition of an or a little salt to the brew.

COFFEE MADE IN A CAMP KETTLE

Anyone who has been fortunate enough to have coffee prepared in a camp kettle over a wood fire out in the open, with the big blue dome for smoke and the smell of fir and pine in the air, would not change that cup of coffee for all the regular grinds and special makes in the world. It is certainly good even if not as clear as when brewed through rice paper. We forget, though, that this same camp coffee, although not the best grade, was probably ground that morning, that the water was fresh and sparkling as it came from the mountain spring, and was really brewed hard when the coffee was dumped in. Dumped in, no bag, no strainer, no egg, and left to come to a boil. And it was good. He doubts, try it.

The great trouble with coffee made in the pot is that it does not receive the proper amount of care. Often the water used is stale and not boiling hard. The coffee should be finely ground, fairly fine, and the quantity of coffee and water measured. If a reasonable amount of care is given satisfactory results are obtainable.

With the percolator the result is apt to be more uniform and the product clear. The water does not reach the boiling point, but when the machine is run the required time the essence is extracted. These machines should be boiled out frequently, as the rod and strainer become black in a short time from the action of the coffee, and if this deposit is not removed the liquor will be dull in color and have an objectionable taste.

FILTRATION METHODS ARE POPULAR

The various filtration methods, employing cloth and paper filters, are becoming more popular, as they are simpler, the operation more rapid and the result a better product. As a matter of fact this is the method used in the hotels and restaurants, where the greatest care is given and the most uniform results obtained.

A coffee maker employing rice paper with a device for locking the grounds in an aluminum chamber has met with much favor. There are sizes designed for family and hotel use.

The secret of the success of the filtration process is the rapidity with which the coffee is made. This method requires a very fine grind and the water must be boiling hard, and, passing through the grounds but once, will result in a clear, smooth liquor full of aroma and flavor.

COFFEE AND FREIGHT CONGESTION

Following a consultation with prominent railroad officials as to whether the congestion of traffic and the shortage of freight cars would increase or decrease, C. E. Bickford & Co., coffee brokers, of San Francisco, are recommending to interior buyers of coffee that they keep full stocks for immediate call.

This company asserts that because there is certain to be a heavy call for freight cars in the near future for Government war business and the shipment of coal, coffee wholesalers will do well to provide against such a situation as faced the country last fall at the time of the great freight congestion in the East.

Have you mobilized your efficiency for your country?

WHO'S WHO IN THE TRADE

An Appreciation of Ben C. Casanas, First Vice-President of the National Coffee Roasters' Association and President of the Merchants Coffee Company of New Orleans

BEN C. CASANAS is generally recognized as one of the most popular and influential members of the coffee roasting trade of the United States, which fact was acknowledged at the last convention of the National Coffee Roasters' Association by his being chosen as the first vice-president. Mr. Casanas has spent all his business life in the retail and wholesale coffee business, a period covering more than thirty years, during which time he earned his way from wagon peddler to the presidency of the Merchants Coffee Company of New Orleans, Ltd., and an enviable position in the business and social life of Louisiana.

Born in New York City on August 8, 1869, Mr. Casanas first worked as a clerk in a retail coffee house in New York for a short time, and then

joined the New Orleans Coffee Company as wagon peddler. He was quickly advanced to city salesman for the concern and then to road traveler, which position, after ten years of very successful service, he resigned to organize the Merchants Coffee Company of New Orleans, Ltd., of which he is now president and general manager. It was largely through his personal effort that this firm has been developed into what is regarded as the most completely equipped and up-to-date coffee roasting plant in the United States.

Mr. Casanas is a power in various business lines in New Orleans. He is a director of the White Central National Bank, the Whitney Central Trust & Savings Bank and the Mechanics Traders Insurance Company. He has always taken an active interest in civic matters and has held several important offices in the city administration of New Orleans.

In Louisiana and New Orleans social life Ben Casanas is very prominent, and he is one of the most popular members of the following organizations: New Orleans Country Club; Motor League of Louisiana; Rotary Club; Chess, Checker and Whist Club; Southern Yacht Club; New Orleans Press Club and the Shriners and Elks societies.

HANDY COFFEE SELLING CHART

Showing prices at which coffee must be sold to realize certain percentages of profit above cost. Chart prepared especially for the New York branch of the National Coffee Roasters' Association.

Cost Roasted and Packed	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%
10	11.11	11.24	11.37	11.49	11.63	11.77	11.90	12.05	12.20	12.34	12.50	12.66	12.82	12.98	13.16	13.33
10½	11.66	11.81	11.93	12.07	12.21	12.36	12.49	12.65	12.81	12.95	13.12	13.29	13.46	13.63	13.81	13.99
11	12.22	12.37	12.50	12.64	12.85	12.95	13.08	13.26	13.43	13.57	13.75	13.93	14.10	14.28	14.47	14.65
11½	12.77	12.93	13.07	13.21	13.37	13.54	13.68	13.86	14.03	14.19	14.38	14.56	14.74	14.93	15.13	15.31
12	13.33	13.49	13.64	13.79	13.95	14.12	14.28	14.46	14.65	14.81	15.00	15.19	15.38	15.58	15.79	15.99
12½	13.89	14.05	14.21	14.37	14.53	14.71	14.88	15.06	15.24	15.43	15.63	15.83	16.02	16.23	16.45	16.67
13	14.44	14.62	14.78	14.93	15.11	15.30	15.47	15.66	15.85	16.05	16.25	16.45	16.67	16.87	17.10	17.31
13½	15.00	15.18	15.33	15.51	15.69	15.88	16.07	16.27	16.46	16.67	16.88	17.08	17.31	17.53	17.76	17.98
14	15.55	15.73	15.90	16.08	16.28	16.48	16.67	16.84	17.07	17.28	17.50	17.72	17.95	18.17	18.40	18.63
14½	16.11	16.29	16.48	16.65	16.86	17.05	17.26	17.47	17.68	17.90	18.13	18.35	18.59	18.83	19.07	19.31
15	16.66	16.85	17.05	17.23	17.44	17.65	17.85	18.07	18.29	18.51	18.75	18.98	19.23	19.48	19.74	19.99
15½	17.23	17.43	17.61	17.80	18.03	18.22	18.45	18.67	18.90	19.13	19.38	19.61	19.87	20.12	20.39	20.65
16	17.78	17.98	18.18	18.38	18.60	18.83	19.05	19.28	19.51	19.75	20.00	20.25	20.51	20.77	21.05	21.31
16½	18.33	18.54	18.75	18.97	19.18	19.41	19.64	19.88	20.12	20.38	20.63	20.88	21.16	21.42	21.70	21.97
17	18.89	19.10	19.33	19.52	19.76	20.01	20.24	20.48	20.73	21.00	21.25	21.51	21.78	22.07	22.36	22.65
17½	19.44	19.66	19.89	20.10	20.35	20.59	20.83	21.08	21.34	21.60	21.88	22.15	22.43	22.72	23.03	23.33
18	20.00	20.22	20.45	20.67	20.93	21.18	21.43	21.69	21.95	22.22	22.50	22.78	23.05	23.37	23.68	23.99
18½	20.55	20.77	21.02	21.24	21.51	21.77	22.02	22.29	22.56	22.84	23.13	23.42	23.70	24.02	24.34	24.65
19	21.11	21.35	21.59	21.84	22.09	22.36	22.62	22.90	23.17	23.45	23.75	24.05	24.34	24.67	25.00	25.31
19½	21.66	21.91	22.16	22.41	22.68	22.95	23.21	23.50	23.78	24.07	24.38	24.68	24.99	25.32	25.66	25.99
20	22.22	22.47	22.73	22.99	23.25	23.54	23.81	24.11	24.39	24.68	25.00	25.31	25.64	25.97	26.32	26.65
20½	22.77	23.03	23.29	23.55	23.83	24.14	24.40	24.70	25.00	25.30	25.63	25.94	26.28	26.61	26.97	27.30
21	23.33	23.60	23.87	24.14	24.42	24.70	25.00	25.30	25.62	25.92	26.25	26.58	26.92	27.26	27.63	27.98
21½	23.88	24.16	24.43	24.71	25.00	25.29	25.59	25.90	26.22	26.54	26.88	27.22	27.56	27.91	28.28	28.63
22	24.44	24.72	25.00	25.28	25.58	25.92	26.19	26.51	26.83	27.16	27.50	27.86	28.10	28.56	28.94	29.31
22½	24.99	25.29	25.57	25.85	26.16	26.47	26.78	27.12	27.44	27.78	28.13	28.48	28.85	29.22	29.61	30.00
23	25.55	25.85	26.14	26.42	26.74	27.06	27.38	27.71	28.06	28.38	28.75	29.11	29.48	29.86	30.25	30.64
23½	26.11	26.41	26.70	27.00	27.32	27.66	27.97	28.32	28.66	29.00	29.38	29.76	30.12	30.51	30.92	31.33
24	26.67	26.97	27.26	27.58	27.90	28.24	28.57	28.92	29.27	29.62	30.00	30.38	30.77	31.17	31.58	32.00
24½	27.22	27.54	27.84	28.15	28.49	28.83	29.16	29.52	29.88	30.24	30.63	31.02	31.41	31.81	32.24	32.65
25	27.78	28.09	28.41	28.73	29.07	29.41	29.76	30.12	30.49	30.86	31.25	31.65	32.05	32.47	32.90	33.33

NOTE.—Coffee costing 13.50 per 100 lbs. (see first column) to realize 17% on sales must bring 16.28. Co. fee costing 13.50 must be 21% on the cost to realize 17% on sale.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

CANADIAN TEA STANDARDS

¶ Adulteration Act Defines Tea and Establishes Standards for Sales in the Dominion

TEA that does not conform to the standards prescribed in the new Canadian Adulteration Act which went into effect a few weeks ago, cannot be sold in the Dominion. The regulations re tea as the leaves and buds of various species of the genus *Camellia*, prepared by the usual processes and conforming in variety and mode of production to the name it bears.

The total ash should be from 4 to 7 per cent of dried to a constant weight at 100 degrees C., the water soluble ash should be not less than 18 per cent of the weight of the dry tea. The ether soluble in water must not be less than 33 per cent in the case of green teas and 30 per cent black teas, the manner of determining the extractive content being prescribed in the order.

The temporary regulations of April 11, 1916, giving the standards for tea, are repealed by the provisions in the new Adulteration Act.

TEA EXAMINER'S MAY REPORT

During May of this year 2,723,296 pounds of tea were examined and admitted into the United States, according to the Supervising Tea Examiner, while 37,933 pounds were rejected for being below standard in quality. None was refused admittance on the score of fading or coloring. Among the rejected teas were 30,000 pounds of Gunpowder, 7,853 pounds of Canton Oolong and 1,000 pounds of Formosa Oolong.

A TRADE OF FRENCH INDO-CHINA

Active tea has been exported from French Indo-China in considerable quantities since 1900, but it is only within the past two or three years that it has begun to rank among the principal exports. The chief tea regions of the country are Annam, and Tonkin, and the shipping ports Tourane and Haiphong, the tea from the first being practically all going to France, while that from Haiphong is destined for other foreign

countries. The exports have more than doubled since 1912, the amount for that year being 435,647 kilos of 2.2 pounds each, as compared with 921,249 kilos in 1916.

The fact that the Anam and Tonkin tea imported into France loses its identity through being sold under another name and mixed with Ceylon and other varieties, is counted as a misfortune for the Indo-China industry. A movement is on foot to launch Anam and Tonkin teas on the market of France under their own names.

TRADE SAMPLES FROM ABROAD

Under a decision rendered by the Secretary of the Treasury, which went into effect June 1, 1917, unsealed packages, registered or not, containing trade samples, whether dutiable or not, intended solely for use in soliciting orders for merchandise, may be imported in the regular mails from foreign countries, subject to all customs duties and regulations, in the same manner as though imported by parcel post, express or freight.

Packages containing trade samples must be plainly marked abroad with the words "trade samples of (contents)" and "subject to examination by United States customs officers."

COMPRESSED TEA FOR TOURISTS

It was recently reported from London that an English tea company there is compressing tea into cakes that resemble plug tobacco for the convenience of tourists.

TEA COMPANY DROPS PREMIUMS

The Union Pacific Tea Company announced early last month that it would discontinue the giving of premium specialties on June 30 in connection with the sale of its goods.

JAPAN'S FIRST 1917 TEA CARGO

The *Korea Maru* sailed from Yokohama for the United States on May 10, bringing 32,500 pounds of the new 1917 crop of tea, the first of this season's shipments to this country.

SPICES AND EXTRACTS

A department of particular interest to spice importers, grinders and dealers and to manufacturers of flavoring extracts, perfumes and toilet preparations.

BUYING EXTRACT SUPPLIES

Talks on the Origin of Raw Materials, with Instructions for Establishing Their Claims to Purity

By DR. V. A. FRYER

No. 7—OIL OF CINNAMON

OIL of cinnamon is a volatile oil distilled from the bark of various species of cinnamon grown and cultivated in nearly all tropical countries. The United States Pharmacopeia recognizes the following species: Ceylon cinnamon, Saigon cinnamon, Chinese cinnamon, their names indicating generally the country of their growth.

WHERE CEYLON CINNAMON IS OBTAINED

Ceylon cinnamon, of which there are several varieties, is a small tree about 20 to 30 feet high, growing in its wild state from sea level up to altitudes of about 3,000 feet. It is a native of Ceylon, but has been introduced into Java, the islands of Mauritius, Bourbon, Cape Verde, several of the West India Islands, and also into Brazil, Cayenne and Egypt.

The bark was originally collected from the trees in their wild state in Ceylon, but the Dutch having brought them under cultivation the British continued their culture when they acquired the island, the principal cinnamon gardens being in the vicinity of Colombo. The bark is marketed in sticks about 40 inches long and half an inch thick, composed of eight or ten layers of very thin bark, which are rolled up spirally from both edges. It is brittle and splintery, of a light yellowish brown externally, and internally of a somewhat darker brown.

The Chinese cinnamon, or cassia, is also a small tree about 20 to 30 feet high. It is indigenous to China and also cultivated in Java. The bark varies greatly in quality, and differs very much in appearance from the Ceylon. The pieces vary considerably in length, are either curved or rolled in double or single tubes, or in quills $\frac{1}{4}$ to 1 inch in diameter. The bark is darker in color and much coarser than the Ceylon, and breaks with a shorter fracture.

SAIGON CINNAMON IS HIGHLY ESTEEMED

Saigon cinnamon bark, called in the trade Saigon cassia, is obtained from a tree which grows in Cochin China and Japan. It is rough with the outer surface gray or grayish brown; the inner surface dark brown and granular. It comes into commerce in carefully-made bundles assorted as to thickness of bark into thin, medium and coarse or large, the medium being considered the best. The odor is fragrant and the taste very aromatic. It is the highest priced of all cinnamon, and is highly valued for blending with other and cheaper cassias for grinding purposes.

There are two oils of cinnamon in commerce, one derived from Ceylon cinnamon, the other from the Chinese. The Chinese is generally known as oil of cassia, and being very much cheaper than oil of Ceylon cinnamon is in general use where oil of cinnamon is called for.

STANDARDS FOR CINNAMON OILS

It is a curious fact that while the United States Pharmacopeia recognizes the oil of Chinese cinnamon as official, the standard of purity for food products of the United States Department of Agriculture recognizes as a cinnamon only the Ceylon, and directs that in making an extract of cinnamon this oil only should be used. If oil of Chinese cinnamon is used in an extract it should be labeled extract of cassia. The two oils are very similar in their properties, except that the Ceylon oil, while having a sweeter and finer flavor than the Chinese, is so lasting.

Oil of Ceylon cinnamon is of a light yellow color, which deepens to a red with age. It remains clear at the freezing point of water, has no action on polarized light or shows a slight rotation to the left. It is also readily soluble in alcohol. Its specific gravity is about 1.040.

Oil of Chinese cinnamon—oil of cassia—is a yellowish or brownish liquid, becoming darker and thicker by age. Its specific gravity is 1.04 to 1.055 at 77 degrees F. It is usually without action on polarized light, but sometimes shows a slight

tation to the right. When exposed to the air it sorbs oxygen and is slowly converted into cinnamic acid, two distinct resins and water. Both Ceylon and Chinese, consist principally of cinnamic aldehyde.

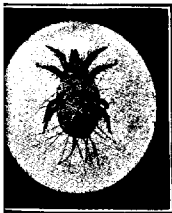
Cinnamic aldehyde is now official in the United States Pharmacopeia, and as found in commerce is a synthetic or artificial product. It has an advantage over oil of cassia because of its more uniform quality and may be put to the same use as that oil. However, if it is used instead of the natural oil in the making of extract of cinnamon cassia it would be necessary to label the product "Imitation."

Oil of Ceylon cinnamon is sometimes adulterated with oil of cassia, which can be best detected by the difference in odor and taste and the increase in specific gravity of the adulterated oil. Oil of cinnamon is sometimes adulterated with oil of cloves, which cannot be detected by the test or except on heating, when acrid vapors are given off. If a few drops of the mixed oils are treated with fuming nitric acid the liquid will turn yellow and red vapors will be evolved; a reaction which does not occur with pure oil.

At present it is not likely that the oil of cassia could be liable to this adulteration, as the price of oil of cloves is too high to make it profitable. Adulteration with alcohol would cause a marked increase in the specific gravity.

HERE'S THE VANILLA BEAN BUG

This picture is from a photograph of a bug (highly magnified) which is found on vanilla beans that have been improperly cured. The insect is responsible for the brownish deposit sometimes found on spoiled beans. The peculiar odor associated with spoiled or undesirable vanilla



comes from this deposit. The technical name of the bug is *Tyroglyphus Siculus*, and it is closely related to the familiar cheese mite. The photograph was made by Milton H. Sawyer, of the Maine Chiric Company, New York.

The Flavoring Extract Manufacturers' Association has issued from the office of President Frank Beggs a complete topical index of the circulars issued by the association from July 20, 1912, to June 5, 1917.

EXTRACT MAKERS CONVENE

Convention at Chicago, June 28 and 29. Decides to Postpone Merger with American Spice Trade Association

[FROM A STAFF CORRESPONDENT]

CHICAGO, ILL., June 30, 1917.

THE members of the Flavoring Extract Manufacturers' Association at the convention held in Chicago June 28 and 29 at the Congress Hotel decided against immediate merger with the American Spice Trade Association, the matter being put over again until the next annual convention. About 150 association members were on hand.

SOME OF THE BUSINESS DONE

This year's meeting was held as the most important ever held, largely because of the many pressing business matters holding the attention of the trade, such as war taxes on alcohol and their effect on the flavoring extract trade, the bottle and tin situation, the legal status of contracts under war legislation, the possibilities of economies in the extract industry, all of which came before the meeting. Standardization of trade methods, a practical minimum retail package, discounts, free goods, consignments and allowances were also discussed.

All officers were re-elected, they being: President, Frank L. Beggs, the Styron-Beggs Company, Newark, Ohio; secretary, Gordon M. Day, Day-Bergwall Company, Milwaukee, and treasurer, F. A. Ross, Stickney & Poor Spice Company, Charlestown, Mass.

ARMY SUPPLIES BEING MOBILIZED

WASHINGTON, D. C., June 25, 1917.—All told, 343 different items of supplies appear in the Quartermaster-General's list of rations for issue and sale of clothing and equipment. Figures given below, official from the War Department, are on the basis of supplying soldiers located in the United States, so give no help in computing additional needs of this country resulting from military participation in the war. This includes supplies for a million men.

Regular rations of Uncle Sam's soldiers call for a list of 49 items. Among these are the following: 20,600,000 pounds of coffee; four kinds of tea; over 25,000 tons of granulated sugar; 3,800,000 pounds of black pepper and cinnamon; cloves, ginger and nutmeg, totaling 372,000 cans; 1,000,000 gallons of cane syrup, lemon and vanilla extract.

L. M. L.

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

HYGIENIC COFFEE ANALYSES

Some Illuminating Statements About Certain Widely-Known Substitutes and Modifications of Coffee

MR. J. P. STREET, chemist of the Connecticut Agricultural Experiment Station at New Haven, makes some interesting revelations in his Report No. 4 for 1916 on some widely-known so-called hygienic coffees. Last year the Station reported analyses of four brands of these substitutes and modifications, while in this report five more brands are dealt with in the following manner:

Dekofa, Merck & Co., New York (Dist.) "A genuine coffee from which the stimulating drug caffeine has been largely removed." "Is the H. A. G. Kaffee of the European market."

Cafab Certified Coffee 25, Cafab Products Company, New York. "From which large per cent of the caffeine has been removed." On the label the words "about 90" have been partially obliterated and the word "large" substituted.

Cafab Certified Coffee 30, Cafab Products Company, New York. Same labeling as above.

Cafab Certified Coffee 35, Cafab Products Company, New York. Same labeling as above.

Hübner's Health Coffee, Hübner's Health Coffee Company, New York. "Between 80 and 90 per cent of caffeine is extracted. A small percentage of caffeotannic acid and other ingredients are also removed."

Pura Café Presque sans Caffeine, Acker, Merrall & Condit Company, New York. "Coffee from which the greatest part of the caffeine and tannic (sic) acid has been extracted."

The analyses show a very diverse series of products containing from 0.03 to 4.96 per cent caffeine and from 6.52 to 48.04 per cent of caffeotannic acid. The brands may be classified into five quite distinct groups:

HOW BRANDS ARE CLASSIFIED

1. *G. Washington Prepared Coffee*. This product is completely soluble in water, and is a coffee extract concentrated about four times. Accordingly, only about one-fourth as much of this would be used in making a cup of coffee as would be necessary in other brands. On this basis we find about the usual content of caffeine and caffeotannic acid found in ordinary coffee, an almost complete absence of petroleum ether ex-

tract (fat), as would be expected, and considerably less nitrogen and water-insoluble carbohydrates than found in normal coffee.

2. *Kaffee Hag* and *Dekofa* (names for same product) in which the caffeine has been largely eliminated as claimed. The water-soluble solids, the caffeotannic acid and the other ingredients show little variation from ordinary coffee.

3. *Richelieu Vacuum Coffee*, which shows scarcely any variation from the composition of normal coffee, there being practically no reduction in caffeine or caffeotannic acid.

4. *Café des Invalides*, which contains about 80 per cent as much caffeine as normal coffee, but to dilution with chicory and possibly other water-soluble products. This addition has affected the content of caffeotannic acid but little, but caused an increase in water-soluble solids and a very marked increase in chlorine.

5. The three *Cafab* samples, *Hübner's Health Coffee* and *Pura Café*, in which there has been considerable reduction in both caffeine and caffeotannic acid. The partial removal of these ingredients apparently has had a serious effect on the other constituents of these coffees. While the sample of commercial coffee 23.01 per cent of the solids was soluble in water, in these we find only from 13.58 to 17.80 per cent; the water-soluble ash, potash and carbohydrates likewise all very much lower than in normal coffee. This is particularly striking in the *Hübner* brand which contains only 59 per cent of the water-soluble solids, 32 per cent of the water-soluble ash, 33 per cent of the potash and 76 per cent of the carbohydrates found in ordinary coffee. In other words, in removing a part of the caffeine and caffeotannic acid the leaching process has also removed much of the food material of the coffee.

THE NEW ANALYSES

The coffees of the first four classes (excepting *Dekofa*) were discussed in detail in our last report. The present discussion will be confined to the new analyses.

Dekofa. As already stated, this is the European brand corresponding to the *Kaffee Hag* of the American market. Its composition in general agrees closely with that of *Kaffee Hag*, but it contains somewhat less soluble solids, petroleum ether extract and carbohydrates. The claim that the "caffeine has been largely removed" is strictly correct.

Cafab Certified Coffee. The three brands may be considered together, as they differ but little in composition. Their labels clearly show that originally the false claim was made that "ab-

per cent of the caffeine has been removed." This is later modified to read "large per cent," etc. The analyses show that the modified statement is approximately correct, as from 50 to 60 per cent of the caffeine has been removed. With this removal nearly one-fourth of the soluble solids, about one-third of the potash, and from two-fifths to one-half of the carbohydrates have also disappeared, and the strength of the coffee decoction made from these brands would be just that much weaker than ordinary coffee.

Hübner's Health Coffee. This brand claims the removal of from 80 to 90 per cent of the caffeine, as well as a small percentage of caffeotannic acid and other ingredients. Instead of an 80 to 90 per cent removal of caffeine we find but 68 per cent. About 40 per cent of the caffeotannic acid is removed. The serious feature, however, in connection with this brand is that in the process employed much of the real substance of the coffee is also taken away. About two-fifths of the soluble solids, about seven-tenths of the water-soluble ash, one-fourth of the phosphoric acid, two-thirds of the potash and about one-fourth of the carbohydrates have been removed with the caffeine and caffeotannic acid. In other words, this is a partially leached coffee.

Pura Café. The claim "Presque sans Caffeine" (almost without caffeine) is not substantiated by our analysis, as we find about one-half the normal content present. The same leaching effect is apparent as in the *Cafab* and *Hübner* brands. In fact, the analyses of the *Cafab* and *Pura* coffees are almost the same. The claim that all of the strength of the coffee remains is untrue, as the coffee has only about three-fourths the strength of the ordinary product.

Analytical Note. The point has often been raised that the determination of caffeine by direct weighing of the residue may give too high results, and that accordingly nitrogen should be determined in this residue and the caffeine percentage calculated therefrom. Our experience for a year where carbon tetrachloride was used as the solvent showed only trifling differences between the results by the direct and indirect methods, ranging from 1 to 0.5 per cent. This year we had considerable difficulty in completely extracting the caffeine with carbon tetrachloride and we were obliged to resort to chloroform. Using this solvent the direct method gives too high results, and the only accurate method when chloroform is used is to determine the nitrogen in the residue and from its value calculate the caffeine. The direct method this year gave results from 0.09 to 0.13 per cent too high.

CALORY COST OF PACKAGE FOODS

In determining the cost in cents per 1,000 calories of certain extensively used package foods.

C. Gephart, Ph. D., chemist of the Russell Sage Institute of Pathology, found that Quaker Oats led a list of twenty-eight foods at a cost of 1.5 cents per 1,000 calories, Corn Syrup coming second at 5.4 cents, and Cream of Wheat third at 5.8 cents. Grape Nuts was eighth, with 8.6 cents, or double that of Quaker Oats, and Mlogg's Krumbles ninth, at 9.2 cents. Hershey's Cocoa was found to cost 21.7 cents for 1,000 calories, and the Milk Chocolate, 22.7 cents. Shefford's Snappy Cheese was listed at 53 cents, and MacLarens' Cheese Imperial at 66 cents.

COFFEE BY-PRODUCTS

A New Proposition, Chemically Feasible But of Questionable Commercial Significance

MAIL advices from Rio de Janeiro, Brazil, state that after forty years of chemical research, Dr. Pedro Baptista de Andrade has found a way to extract by-products from coffee berry husks, one of which, manita, properly combined with nitrogen, is said to make an explosive of about the same power as dynamite or fulminate of mercury, and markets at about \$10 per kilogram.

It is explained that "Dr. Andrade's process is to treat by distillation the berry husk which heretofore has been discarded as useless. He proposes to produce 30,000,000 liters of alcohol and 360,000 kilograms of caffeine, with a valuation of about 10 cents a gram. Alcohol is sold here (Rio de Janeiro) at about 12 cents a liter."

OPINION BY A UNITED STATES CHEMIST

In commenting upon the foregoing claims, Dr. Edward F. Frankel says: "With regard to the possibilities presented I think there is much probability in the suggestions. The explosive referred to is undoubtedly a nitro-cellulose of which gun cotton is the common example. I see no reason why other celluloses that occur in plants could not be used, except that they are not as free from impurity as is cotton. It would take considerable experience in a practical way to decide finally on the feasibility of the utilization of coffee debris as a source of cellulose for explosives. To my way of thinking, the cellulose containing matter might be more profitably utilized in paper production; but here again we would need a practical test to decide.

"That one could obtain caffeine in fairly respectable amounts from the tailings in coffee production I feel quite certain. The process of extraction is so simple that it would probably pay to work the material to recover the caffeine. Here, of course, the law of supply and demand comes in. In an operation of this order one would probably 'kill' the market by over-production, and if one did not over-produce the total operation might not yield enough to warrant its further exploitation. It all depends on the reliability of the figures (mentioned in the Brazil letter).

"As for alcohol production, I have no doubt that it could be done; but here, too, the item of cost plays a large rôle in the feasibility of the plan. It has been shown that it is not profitable to make alcohol for industrial purposes from waste apples and the like, because it was too expensive, although it is a very feasible proposition

in other ways. The same may apply in the case of coffee.

"I consider the whole proposition chemically possible, but whether it is of commercial significance is a question that could not be answered without study of the details."

DR. WILEY ON TANNIN

Writing to Dr. Harvey W. Wiley in *Good Housekeeping* a reader says:

"A man came to my house with a patent coffee-dripper, a very good one. It had a layer of filter-paper in the bottom which made the coffee very clear. He told me that the filter-paper removed the tannin, and it was the only pot in the world that would do this. I told him that it was a good pot, but the tannin could not be removed that way. He said he had the certificate of chemists asserting that coffee made in this pot was 'tannin-free.' I have a fair knowledge of chemistry and believe that I am right, but want your answer."

Dr. Wiley says in reply: "Any chemist who would give a certificate to the effect that filter-paper would remove tannin is a charlatan. The next time you see this gentleman, ask him to tell the truth or quit business. It is quite the fashion now to knock tannin in tea and coffee and claim that tannin is the injurious ingredient of these beverages. It is time to call a halt on processes of removing tannin by filtration, unless, indeed, you filter the coffee through hide-powder, or a similar protein substance. The hide-powder will be tanned, and the filtered coffee will be more or less free of tannin."

A NEW TEST FOR VANILLIN

A new method for the determination of vanillin in vanilla extract has been found by A. W. Dox and G. P. Plaisance, according to a paper published recently in the *American Journal of Pharmacy*. They found that thiobarbituric acid in the presence of 12 per cent HCl is a general reagent for the precipitation of aromatic aldehydes, and have applied it to the quantitative determination of furfural. Under these conditions vanillin gave with thiobarbituric acid an insoluble vermilion-colored precipitation. This reaction was found to be practically quantitative, and may therefore be used for the quantitative determination of vanillin in vanilla extracts which do not contain caramel as added coloring matter. When caramel is present it may easily be detected by the brown precipitation formed on the addition of phloroglucinol to the clarified extract containing 12 per cent HCl.

COFFEE IS NOT A MORAL MENACE

Coffee is not a moral menace, in the opinion of William Brady, M. D., who conducts the "How to Keep Well" department of the *Brooklyn (N. Y.) Eagle*. He also said that it "relieves fatigue by stimulating the brain, the spinal cord, the muscles, the heart and the kidneys. It does not merely benumb the tired feeling, it enables the body to eliminate poisons that cause the tired feeling. It is food as well as drink, as ordinarily taken with sugar and cream.

"In all our private and hospital experience," he added, "we have never encountered an instance in which dyspepsia, nervousness or any other ailment was reasonably attributable to the moderate and habitual use of coffee as a beverage. Hundreds of mortals deny themselves this boon because of some fancied or educated fear that it isn't good for them."

TESTS OF CREAM OF TARTAR

After having examined thirty-two samples of cream of tartar, John P. Street, director of the Connecticut Agricultural Experiment Station, reported that none showed evidence of arsenic or heavy metals, and only one proved to be coppered. The following table shows the contrast of reports for eight recent years:

Year	Samples	Adulterated	Per Cent Adulterated
1896.....	103	31	29
1900.....	48	15	31
1901.....	43	9	21
1904.....	91	19	21
1905.....	19	1	5
1906.....	73	6	8
1907.....	30	2	7
1910.....	32

ASH VALUES IN WASTE PRODUCTS

The value of the ash ingredients of such despised wastes as potato parings, banana stems and the skins of grapefruit, oranges and lemons etc., is very considerable, and certainly at the present time no one is justified in wasting such valuable sources of fertility. Dr. Frankel's paper as to the utilization of household wastes in the recent issue of this paper has stirred quite a few chemists to activity in investigating a number of such wastes, and definite results may be looked for shortly.

EFFECT OF "POLISHING" ON RICE

The alteration in composition of rice in the process of polishing has great significance from a dietary standpoint, according to Dr. J. Seto, the Imperial Agricultural Chemist of Japan, who says that rice is thus deprived of its essential constituent, phosphoric acid.

GROCERY TRADE DIGEST

A department containing the most important news happenings of the month of particular interest to Wholesale and Retail Grocers and boiled down for busy readers.

GROCERS MEET AT CHICAGO

Digest of Proceedings of Eleventh Annual
Wholesalers' Convention, Held at
Chicago, June 20 to 22

PATRIOTISM was the keynote of the eleventh annual convention of the National Wholesale Grocers' Association, held at Congress Hotel, Chicago, June 20-22, and attended by 946 delegates from all parts of the country, each making evident his determination to follow the association's behest to "stand by the President."

This year's convention was generally considered the most important ever held by the wholesale grocery interests. The convention endorsed President Whitmarsh's patriotic activities in working with Government officials and offering the support of the association, praised the work of Food Director Hoover, and pledged him the undivided support of the organization, demanded immediate enactment of the Lever Food Control bill, and pledged the association and its members to immediate co-operation with the Government in the interests of food conservation in the following respects:

WAR TIME CODE FOR GROCERS

Urge constant preparation on the basis of a three years' war; help make better known the principles at stake and the results if the enemy should win; practice and preach the elimination of waste and the production of non-essentials; take a census of employees of military age and plan in advance for their replacement by men not of military age and by women; conserve the supply of tin plate by packing coffee and other food products in substitute containers, and act in harmony with the committee on the conservation of tin plate in the cancellation or suspension of contracts for non-perishable canned foods.

Discontinue the publication of monthly price lists and otherwise conserve the supply of paper, and substituting a cheaper type of paper bag in connection with the sale of coffee; prevent the waste that occurs in the sale of goods in less than original packages, and request manufacturers to adopt original packages of sizes that make it possible for the retailer to order without buying more than he actually needs; economize in men and trucking equipment so that maximum loads may

be assured and the territories reduced; urge the adoption of co-operative delivery both by wholesalers and retailers.

Urge consumers not to buy excessive quantities for hoarding purposes; encourage communities to consume home-produced goods; urge the establishment of canneries and abattoirs in small communities and districts; hold frequent meetings in each community to discuss plans for saving and for the recital of individuals for savings effected, waste still prevailing and means to eliminate it, and ways to stimulate war service, military and industrial.

Adopt the war pay envelope, using it as a means of getting correct information to employees concerning the war; inaugurate a campaign in each locality for greater efficiency in freight shipping, including prompt loading and unloading.

The convention also urged members to aid in relieving the present freight congestion by insisting on full carloads, favored the efforts and aims of the National Fire Prevention Association, praised the work of Major Fred R. Drake in the interests of the adoption of the metric system in business, commended the formation of the American Metric Association, urged all members to extend the use of the metric system as rapidly as possible, commended and pledged co-operation in the home canning campaign of the Homemakers' Guild, praised the extension work of the Iowa State University among merchants and the public.

THE OFFICERS FOR 1917-18

Last year's officers were re-elected with the exception of Joseph Seeman, who declined the treasurership again, and was succeeded by Walter B. Timms, of Austin, Nichols & Co., New York. The new board of officers is as follows: Theodore F. Whitmarsh, of Francis H. Leggett & Co., New York, president; W. C. McConaughy, of the Star Grocery Company, Parkersburg, W. Va., D. C. Shaw, of Pittsburg, P. C. Drescher, of Bobius & Drescher, Sacramento, Cal., George W. Ferguson, of Springfield, Mass., and O. J. Moore, of the Schenckberg, Moore Company, Sioux City, Ia., vice-presidents; Walter B. Timms, treasurer, and Alfred H. Beckmann, secretary for the twelfth term.

The chief address of the convention was made

by President Whitmarsh, entitled "What the Wholesale Grocer Can Do to Help Win the War." Frank R. Seelye, president of the National Coffee Roasters' Association; John H. Schaefer, president of the National Retail Grocers' Association, and R. R. Moore, vice-president of the American Specialty Manufacturers' Association, also delivered important speeches that were well received.

Among the other speakers were Dana T. Ackerly, counsel of the association; C. F. Kurtz, of Iowa University; Prof. Paul H. Nystrom, formerly of Wisconsin University; Dr. Melvin T. Copeland, of Harvard; Arjay Davies and F. W. Fiske, of the Educational Committee; Harry K. Huntton, of the Jobber Committee; Robert G. Bursk, of the Cost and Research Committee; Fred R. Drake, of the Metric System Committee.

A letter from Dr. E. E. Pratt, chief of the Bureau of Foreign and Domestic Commerce, was read. It dealt essentially with how grocers can help in the war crisis.

The date and place of next year's convention will be announced later.

N. W. G. A. IN WASHINGTON

Shortly after the close of the eleventh annual convention of the National Wholesale Grocers' Association at Chicago, President Whitmarsh and Secretary Beckmann went to Washington to open a branch office for the association, so that it could be in closer touch with the administration authorities and give a better measure of co-operation than could be done from the New York office. Secretary Beckmann will have charge of the new office and will divide his time between the New York headquarters and the Washington branch.

DELIVERY SYSTEMS UNDER FIRE

In the endeavor to save the country's resources, the Commercial Economy Board of the Council of National Defense is making a nation-wide appeal to consumers to carry their parcels home with them, and thus release not less than 100,000 men and millions of dollars for other work that the Council considers of much greater benefit to the country as a whole. Grocers everywhere are furthering the campaign by urging their customers to "tote their own bundles."

FRENCH NOW USE SACCHARIN

Until April of this year the use of saccharin was prohibited in France. A new government decree removes the ban and the French now use it in their coffee and tea and other beverages.

FLEISCHMANN CO. FILES ANSWER

The Fleischmann Company, in answer to the Federal Trade Commission's complaint of its business methods, admits the giving of cigars, drinks, meals, theater tickets, special holiday and Christmas gifts and automobile rides as gratuities to some of its customers, and also the contribution of cash, ranging in amounts from \$10 to \$1,500, to help defray the expenses of certain master bakers' conventions for the purpose of favorably influencing trade, but claims in extenuation that the "custom has existed in the trade for many years." The answer also admits the giving of sums of money and quantities of yeast, for which no payment was required, to induce customers to continue to buy Fleischmann yeast.

The company further admits the substitution of Fleischmann yeast for samples of competitors' products, claiming consent of the bakers, and that its representatives occasionally followed competitors' representatives to ascertain the prices at which they were offering their yeast. As regards the Bakers & Consumers Compressed Yeast Company, the answer admits that the stock is owned by the same persons who own the common stock of the Fleischmann Company, and that Julius Fleischmann, president of the respondent, dictates and controls the policy of the Bakers & Consumers Compressed Yeast Company.

NEW DELIVERY SLIP PLAN

The American Specialty Manufacturers' Association plan for keeping check on specialty orders turned into jobbers by means of delivery slips, which has been in operation for a year in New York as a test, is now being used everywhere. The main feature of the plan is the delivery slip on which a jobber writes the delivery date of each specialty order, the retailer's name and other data, and sends the slip to the national office of the association. Here the record of the order is attached to the slip and returned with it to the manufacturer-member, who thus is made aware of the day the jobber delivered. If an order is not heard from at the end of three weeks the matter is taken up with the jobber and also the manufacturer by the national office of the American Specialty Association.

FRAUDULENT GROCER SCHEME

WASHINGTON, D. C., June 25, 1917.—The Post-office Department has issued a fraud order against Victor Michael, of Mobile, Ala., doing business under the name of the Michael Grocery Company, of that city. According to the Department's

statement, Michael had a letterhead similar in all respects to the Michael & Lyons Grocery Company, a well-known and highly regarded concern.

Michael's scheme was to write orders for goods on his letterheads to wholesale grocers, almost always at a great distance. Just about the time his letter arrived he would wire to increase his order. He would then sell the goods at a greatly reduced rate to grocers in Mobile, with no idea of paying for them at any time. His letterhead advertised that he represented Lipton's tea and that he was an importer of teas, coffees, etc.

CALIFORNIA FORBIDS SUBSTITUTION

Substitution of goods by merchants in California is now prohibited by law, Governor Stephens having signed a bill to that effect which had been introduced by the legislative committee of the American Specialty Manufacturers' Association. The penalty for violation of the law is not less than \$50 or more than \$300, or by imprisonment in the county jail for not less than twenty and not more than ninety days.

"GROCETERIA" A PATENTED NAME

The California courts recently decided in an injunction suit that the word "Grocceteria" is the exclusive property of E. J. Stanton, Los Angeles, who is claimed to have registered the name in 1915. While some operators of stores bearing that name are made to appear as worrying about what Mr. Stanton will do to them, one Californian is quoted as saying that the idea is only a fad and will soon pass.

RETAILERS WERE TRICKED

A number of retail grocers recently visited the Bureau of Weights and Measures in New York and complained that salesmen representing wholesale houses, and working on a salary and commission basis, had tricked them into laying in large stores of supplies on the plea that prices on certain commodities were about to advance sharply. Instead there was a decided slump and consequent loss of money to the retailers who "bit."

KELLOGG NAME NOT PATENTABLE

The long controversy between W. K. Kellogg, president of the Kellogg Toasted Cornflakes Company, and his brother, Dr. J. H. Kellogg, of the Kellogg Food Company, has been settled by a decision of the United States Court of Appeals, which held that neither of the contestants could have exclusive use of the name,

PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

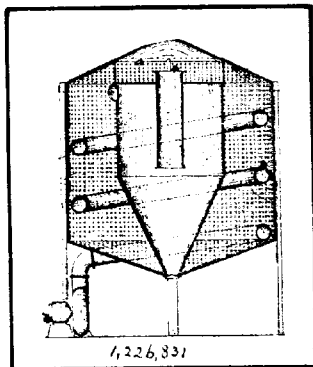
[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., July 1, 1917.

HERE follows a complete record of the activities of the United States Patent Office during the month of June, in so far as they apply to the tea, coffee, spice and general grocery trades:

PATENTS GRANTED

1,226,831. Apparatus for Treating Cocoa and Other Pulverulent Material. John Walker, Mass., assignor to Massachusetts Chocolate Company, Boston, Mass. An apparatus comprising a centrifugal separator, a receptacle outside said separator and connecting therewith to form a pressure



APPARATUS FOR TREATING COCOA

relief chamber for said separator between it and the wall of said outer receptacle, a pipe of considerable extension and diameter extending from without said outer receptacle and coiled within said chamber about said separator, said pipe connecting with the separator, and means for inducing a current of air with material therein to be treated to pass through said pipe and afterward develop a cyclonic action within said separator, said pipe and associated parts being adapted whereby as the air passes through said pipe the material therein may be subjected to attritive influence through contact with the wall of said pipe. (Illustrated.)

1,220,052. Coffee Product and Method of Making the Same. William J. Ewing, Roland Park, Md., assignor to The Coffee Products Company. The method of preparing a coffee product which comprises treating roasted pulverized coffee with superheated water, in a closed vessel, to form a liquid extract of coffee, concentrating the extract to a sirupy consistency, mixing a relatively small percentage of water-soluble starch with the con-



TRADE MARKS WHICH HAVE BEEN FAVORABLY ACTED UPON BY THE PATENT OFFICE

centrated extract and drying the resulting product. 1,230,184. Coffee Substitute. Wm. A. Lorenz, Hartford, Conn. A composition for making a beverage consisting of granulated roasted cotton seeds, granulated roasted rye and granulated roasted figs.

"Jersey" and head of a cow. Trade Mark No. 117,197. Owner, Perkins Bros., Bay City, Mich. Used on peanut butter. First use, January 1, 1915. Registered June 19, 1917.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued.

"Barbour Coffee." Label No. 20,117. Owner, Salim Barbour, New York City. Used on coffee. Registered May 29, 1917.

"Albano." Label No. 20,152. Owner, Francesco Albano, New York City. Used on peppers. Registered June 19, 1917.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING MAY 29, 1917

"Moccasin" and figure of the moccasin flower. Serial No. 86,699. Owner, Foley & Bros. & Quinlan, Inc., St. Paul, Minn. Used on prepared mustard, poultry seasoning, sage, savory, thyme, marjoram, table sauce, chilli sauce and other food products.

"Red Band" and figure of. Serial No. 89,137. Owner, A. M. Smith & Co., London, Ont., Canada. Used on extracts for food flavoring purposes.

Hand holding a shear and cutting in halves a number of bills of currency. Serial No. 91,003.

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Pablo." Trade Mark No. 117,017. Owner, Alejandro Angel & Co., New York City. Used on coffee. First use, 1914.

"Fireside" and man and woman seated before an open fireplace. Trade Mark No. 117,032. Owner, J. A. Folger & Co., San Francisco, Cal. Used on tea. First use, January 4, 1917.

"Wag." Trade Mark No. 117,034. Owner, Genant & Flachslund, Syracuse, N. Y. Used on canned or boxed spices, peanut butter, popcorn, tea and other food products. First use, December 1, 1909.

"O'Mello." Trade Mark No. 117,042. Owner, The Home Products Co., Newburgh, N. Y. Used on extract of lemon for flavoring foods. First use, December 18, 1916.

"Joy-Sip." Trade Mark No. 117,051. Owner, Naas-Sanderson Co., Evansville, Ind. Used on coffee in packages. First use, September 5, 1915.

"M F CO" in monogram form and representation of a mango. Trade Mark No. 117,057. Owner, Jose Quevedo, of New York City, assignor to Johnson & Kildal, Inc., of New York City, a corporation of New York. Used on condiments. First use, February 8, 1916.

Registered June 12, 1917.

"Metropolis" and circles. Trade Mark No. 117,078. Owner, William H. M. Albertson, New York City. Used on coffee. First use, August 1,

owner, Groceteria Stores Co., Seattle, Wash. Used on lemon and vanilla extracts, spices, coffee, tea, cocoa, ground, bitter and sweet chocolate, mustard and worcestershire sauces, mayonnaise dressing, popcorn, vinegar, chow-chow, sweet picallili relish, India relish, oyster cocktail, red pepper, green red pepper and other food products.

"Manhattan Coffee Mills." Serial No. 95,946. Owner, Manhattan Coffee Mills, Inc., Washington, D. C. Used on coffee.

"Flor de Guatemala, Martines Coffee Co." and picture of woman and ornamental designs. Serial No. 99,578. Owner, Arthur P. Martinez, Dallas, Tex. Used on coffee.

"Kolan." Serial No. 103,131. Owner, The Tebbetts & Garland Store, Chicago, Ill. Used on blend coffee.

WEEK ENDING JUNE 5, 1917

"Master." Serial No. 94,065. Owner, Duprey-Aulmann Co., Detroit, Mich. Used on mustard, catsup, jellies and vinegar.

"Buster Brown" and picture of Buster Brown and Tige. Serial No. 97,285. Owner, Steindender-Stoffregen Coffee Co., St. Louis, Mo. Used on coffee, spices and flavoring extracts for foods.

"White Lily" and figure of a lily. Serial No. 99,901. Owner, New York Grocery Co., Newark, N. J. Used on coffee.

WEEK ENDING JUNE 19, 1917

"Excelo." Serial No. 99,758. Owner, E. C. Atlin Importing Co., Kansas City, Mo. Used on salad dressing, chilli sauce, vinegar, tomato catsup, peanut butter, coffee and other food products.

"Kreamerware." Serial No. 99,985. Owner, J. Kreamer, Inc., Brooklyn, N. Y. Used on tea-pots, tea kettle, coffee pots, coffee biggins, coffee filters, coffee urns, tea steepers, spice scoops and other articles made of tin, copper and sheet iron.

"Show-You" and a cloud effect about the words giving a red sun. Serial No. 100,020. Owner, Minzo Ohki, Detroit, Mich. Used on a sauce for cats, fish and chop suey.

"Mihoma." Serial No. 100,078. Owner, The Globe Tea Co., Inc., New York City. Used on teas.

"Ox-Heart" and cherry and leaves. Serial No. 93,263. Owner, David D. Long, Oswego, N. Y. Used on cocoa, chewing gum and peanut butter.

"White Lily" and figure of calla lily. Serial No. 103,621. Owner, Samuel Zechnowitz, New York City. Used on cocoa.

"Bear." Serial No. 103,781. Owner, The Hale Co., Inc., San Francisco, Cal. Used on shelled and unshelled peanuts.

"Lxl." Serial No. 103,782. Owner, The Hale Co., Inc., San Francisco, Cal. Used on shelled peanuts.

"Panfulla." Serial No. 103,786. Owner, Italian Products Distributing Co., Chicago, Ill. Used on live oil.

"Florio." Serial No. 103,787. Owner, Italian Products Distributing Co., Chicago, Ill. Used on live oil.

"Newmark's Pure." Serial No. 103,791. Owner, Samuel M. Newmark, Los Angeles, Cal. Used on

coffee, cinnamon, tea and lemon extract for food flavoring purposes.

"Brown Prince." Serial No. 103,793. Owner, Samuel M. Newmark, Los Angeles, Cal. Used on coffee.

TRADE MARK CANCELLATIONS

"White Lily" and figure of. Trade Mark No. 89,014. Owner, Samuel Zechnowitz, New York. Used on blended coffee and cocoa. Registered October 25, 1910; canceled May 17, 1917.

June 5, 1917.

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make
for Self-Reliance and Freedom, in
Blending Sentiment with
Business

BATTLE HYMN OF THE REPUBLIC

Mine eyes have seen the glory of the coming of the Lord,

He is trampling out the vintage where the grapes of wrath are stored;

He hath loosed the fateful lightning of his terrible sword,

His truth is marching on.

Glory! glory! Hallelujah! Glory! glory! Hallelujah!

Glory! glory! Hallelujah! His truth is marching on.

I have seen Him in the watch-fires of a hundred circling camps;

They have builded Him an altar in the evening dews and damps;

I can read His righteous sentence by the dim and flaring lamps,

His day is marching on.

I have read a fiery gospel, writ in burnished rows of steel;

"As ye deal with my contempters, so with you my grace shall deal;

Let the hero, born of woman, crush the serpent with his heel,

Since God is marching on."

He has sounded forth the trumpet that shall never call retreat;

He is sifting out the hearts of men before His judgment seat;

Oh, be swift my soul, to answer Him! Be jubilant, my feet!

Our God is marching on.

In the beauty of the lilies, Christ was born across the sea,

With a glory in His bosom that transfigures you and me;

As He died to make men holy, let us die to make men free,

While God is marching on.

—JULIA WARD HOWE.



THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

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THE TEA AND COFFEE TRADE JOURNAL CO., 79 Wall Street, New York

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The address of the company is the address of the officers

WILLIAM H. UKERS
President and Editor

H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Assistant Editor

O. W. SIMMONS
Advertising Manager

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DOMESTIC CORRESPONDENTS: Chicago—Guy W. Whitcomb, Garland Building; Washington—L. M. Lamm, 208 District National Bank Bldg.; San Francisco—C. P. Manchester, 88 First St.

LONDON: Thomas Reece, 34 Cranbourn Street; RIO DE JANEIRO: J. P. Wileman, 61 Rua Camerino; COLOMBO-Ceylon: The Ceylon Observer—A. M. & J. Ferguson.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXIII.

JULY, 1917

No. 1

BUSINESS UNUSUAL

With the country mobilizing all its resources to win the war, it is idle to suggest "business as usual." Business cannot go on as usual. It must be different; but this does not mean that it will stop or slow down. The real business of the nation, the business of necessities, is entering upon a new era. Frank A. Vanderlip says we are going to see the most intense period of industrial activity that was ever known: it will not be 100 per cent, it will be 125 per cent. Secretary McAdoo says America's prosperity in the next 12 months will exceed anything in our history. "The Allied Governments and our own have got to buy here ten billion dollars' worth of materials and supplies. The expenditure of that vast sum of money will force prosperity on us whether we want it or not."

The plain duty of every American who is not, should not, or cannot be called to military service, is to live a normal life, to conduct his business even more energetically than if we were at peace; to take his comforts and pleasures in moderation; to make all the money he can with a clear conscience.

We believe in the solidness of American business. We believe that in the successful organizing of American industries for the new business of war we must recognize that we have got to have prosperous times at home if we are going to have the power of accumulation to furnish the sinews to win this war. Do you share this feeling with us?

If so, we want to establish the right kind of a "community of interest" with you, so that we may work together in the common cause of business building in the grocery trade.

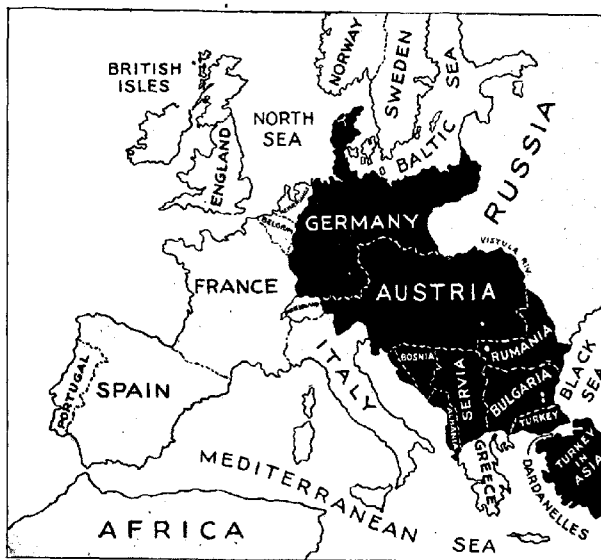
THE THINGS FOR WHICH WE FIGHT

Making the world safe for democracy is a task that calls for all that a nation has of fortitude and wisdom. "The purpose of this war is something vastly more important than the overthrow of a reigning house beyond the seas," says President Benton, of the University of Vermont. "The transcendent issue of this war is human brotherhood. In America thus far individualism, with its consequent self-sufficiency and self-complacency, has gone to the limit of its possibilities. We are longing to be socialized, and if this sanguinary conflict answers that longing, and, through us, enables that national selfishness shall be blotted out, it will be worth all it may cost in blood and treasure."

This is the same thought that President Wilson had in mind when he said: "The brotherhood of mankind must no longer be a fair but empty phrase; it must be given a structure of force and reality. The nations must realize their common life and effect a workable partnership to secure that life against the aggression of autocratic and self-pleasing power."

During this period of world conflict, into which we have entered as the champions of democracy and human brotherhood, it is well that we should all of us have clearly in mind the things for which we fight.

We would invite your attention first to the accompanying map. In it the editor of *The Dry Goods Economist* shows the greater part of Germany's present and prospective winnings—Austria, Denmark, Poland, Serbia, Bulgaria, the remaining Balkan States, with Turkey, but not including Belgium—as either owned by Germany or sufficiently subdued under German influence to constitute one glorious



By courtesy of *The Dry Goods Economist*

THE PAN-GERMAN'S DREAM OF MITTEL EUROPA

Mittel Europa, a realization of the dreams of a Pan-Germanism which would split Europe in twain as by a mighty wedge and prove a permanent menace to the world's peace. The Pan-German League has for years been committed to this program. Such maps as this are not new in Germany. Not only the Kaiser, but the whole German people are committed to this idea; indeed, it is such an obsession with them that no amount of moral suasion or the educational processes proposed by our Pacifist friends will rid them of it. It has been born in every German child of the last two generations. As for German *Kultur*, it has been well termed the "camouflage of civilization."

Realizing that we are all fellow passengers on the good ship Earth, that we are indeed our brother's keeper, be he German or Belgian, Austrian or Turk, French or English, Polish or Russian, it should require little imagination for Americans to perceive, after looking at this map, that their own freedom is menaced by the policies of the Imperial German Government. Feudalism is making its last stand against democracy. If Germany wins democracy cannot survive. Either we shall preserve our liberties and procure, as far as we can, the liberty of other peoples, or we shall perish.

THE BRAZIL COFFEE PROPAGANDA

Ross W. Weir, as chairman of the Joint Trade Committee having in charge the proposed coffee propaganda to which Brazil is expected to contribute in handsome fashion, says that neither the committee nor Louis R. Gray, of Arbuckle Bros., who represent them in Brazil, authorized the statement calculated to mislead the Brazilians regarding the American situation, to which we called attention in our last issue.

Mr. Weir says the Joint Trade Committee has assured the Brazilians that \$100,000 or \$150,000 would be forthcoming from American coffee interests if Brazil agrees to provide \$250,000 a year for four years. Someone evidently got the thing twisted and reported that the National Coffee Roasters' Association has *appropriated* this sum, which, of course, is not the case.

Mr. Weir assures us that the committee has been conducting its solicitation of Brazilian funds in a strictly honorable fashion, and that it will continue to do so until the success which it feels sure will crown its efforts shall have been honorably won.

In all fairness the committee should not be blamed for extravagant statements in Brazil by parties not associated with the propaganda enterprise. At the same time, the effect, even a slight distortion of actual facts is far-reaching. After the Brazil circular was issued, erroneously reporting that the National Coffee Roasters' Association had *appropriated* \$150,000, instead of having *offered to raise by subscription* \$100,000, the Brazil papers began to talk about the association having spent its own money first and seeking the support of the producers afterward, which is the reverse of what is intended.

Then a United States commercial agent at Rio passed along the idea of an American *appropriation* to Commerce Reports at Washington, the Department gave it further currency, and now the newspapers are spreading it throughout the United States. And so a misapprehension was created on two continents, which, while it may not be serious, is none the less to be regretted.

We have said a propaganda should be made first with American money, regardless of contributions by Brazil or any other country, though not denying them the privilege of participating. But the coffee men thought otherwise. For five years they have been trying to get Brazil to make the first move, and that's their privilege; only we insist they shouldn't permit impressions to get abroad that they were already spending their own money when such is not the case. However, it is good to learn that the gentlemen in charge of the enterprise here are willing to so promptly disavow any intention to mislead.

TREASON'S TWILIGHT ZONE

In our April issue we warned our readers about trading with the enemy, and reminded them that giving him aid and comfort spelled disloyalty. Since then a bill has been introduced in Congress to prevent any dealings with the enemies or allies of the enemies of the United States that will result in benefit or profit to them. In connection with this proposed Trading with the Enemy Act, Secretary Redfield has advised a New York coffee concern to stop payments due a German coffee-exporting house in Venezuela. Mr. Redfield also urges the suspension of trading between American coffee houses and all German coffee interests in *Central and South America, as well as here in the United States*.

In line with what it believes to be its patriotic duty, THE TEA AND COFFEE TRADE JOURNAL urges the trade to follow Secretary Redfield's advice to the letter. We invite the co-operation of all loyal American coffee houses. We want you to furnish us (in confidence) with the names of any coffee concerns which you have reason to believe are controlled wholly or in part by subjects of Germany or her allies, to aid us in the compilation of a

list of such houses for the information and guidance of the trade. A number of well-known houses have responded handsomely to a similar mail request, and we have already on hand an interesting list of "suspects," including concerns in Brazil, Guatemala, Mexico and Venezuela.

We have had notice served on us by a prominent New York coffee man that in taking this attitude on enemy trading we were making a mistake, because we were sure to be punished for it by certain advertising being withdrawn from our columns. We think the gentleman is mistaken. We believe we have none but loyal Americans advertising with us—we want only such. However, the German propaganda has been known to assume a peculiarly insidious and subtle form; we may have been misled and even now be entertaining traitors unawares. It may be well for readers to watch for advertising withdrawals—they may offer valuable clues. Of course, it goes without saying that even though it means a loss in advertising revenue we are not going to recede from a position we believe to be right.

Our advice to the trade is to avoid even the appearance of evil. Proceed carefully. Do as one Middle West roaster wrote us he was going to do—inquire about the antecedents of all the houses with whom he does business through New York agents. Not only will it be unlawful to trade with South American branches of establishments of Germany or connected therewith when the Enemy Trading Bill is enacted, but it is at the present time prohibited under the well settled rule of international law applicable to such cases.

Look out for those who would confuse the issue; there are many such. Lawyers and laymen. According to American law, one of the immediate consequences of war is to put an end to all commercial relations between citizens or subjects of belligerent nations. Existing dealings must be abruptly discontinued and no new dealings must be entertained or undertaken. In short, commercial intercourse cannot be lawfully carried on between citizens of nations at war except under the express sanction of the Government. This seems clearly the accepted Anglo-American doctrine. Any other advice emanates from treason's twilight zone.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

GORDON L. RAND, son of the late G. C. Rand, of the coffee firm of Hard & Rand, New York, has been decorated with the French War Cross for gallant conduct under fire in France, where he is serving with the American Ambulance Corps.

ROSS W. WEIR, ex-president of the National Coffee Roasters' Association, is planning a pleasure trip to Maine for the near future. Golf, it is understood, will occupy most of his time there.

NORTON WOLLMAN has bought the membership of Atwood Violet in the New York Coffee and Sugar Exchange for \$4,000, which is \$500 less than paid in the last sale of this kind.

BERT CLARK, identified with the National City Bank of New York for the past twelve years, has become president of the Union Pacific Tea Company.

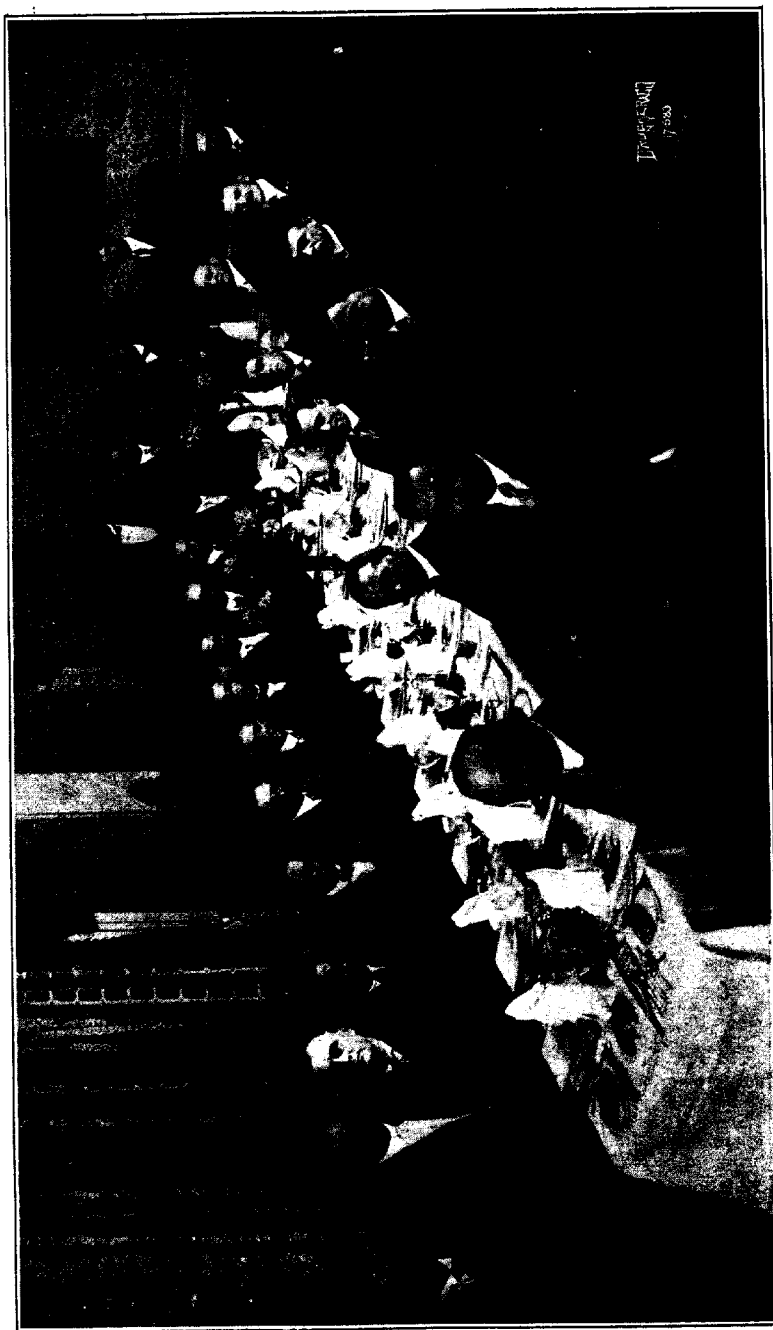
L. BELING has resigned as managing director of Peek Bros. & Winch (America).

CHARLES LEWIS, president of the James Heekins Company, Cincinnati, made a hurried trip to New York early in July, and while in the city was a pleasant caller at the office of THE TEA AND COFFEE TRADE JOURNAL.

C. A. MACKEY, a New York green coffee jobber, treated some of his friends in the New York coffee trade to a six-day auto trip to Lake Winnepesaukee, N. H., in his twin six Packard. His guests were T. J. Woods, Woods, Erhard & Co.; Victor A. Cahill, Arnold, Dorr & Co.; Frank N. Clinton, Seeman Bros.; Herbert A. Schwartz, Williams, Russell & Co. Fishing was enjoyed, and while reports from members of the party vary as to results it is agreed that there was a "big catch" and that the trip was a success.

LEWIS J. CLARK, president of the American Exchange Bank, has been elected vice-president of the Federal Sugar Refining Company.

OUT-OF-TOWN VISITORS: Among the visitors at the New York market during the month were Sumner M. Wells, wholesale coffee dealer, Grand Rapids, Mich., and Mr. Coger and Mr. Cheney, of the firm of Coger, Tucker & Cheney, coffee dealers of Corning, N. Y.



RETAIL COFFEE MERCHANTS WHO PARTICIPATED IN INTER-STATE BOOSTER TRIP OF THE NATIONAL RETAIL TEA AND COFFEE MERCHANTS' ASSOCIATION

MISCELLANEOUS TRADE NEWS

A Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

RETAIL COFFEE MEN ON TOUR

Members of the National Retail Tea and Coffee Merchants' Association Participate in an Inter-State Booster Trip

ABOUT twenty-five members of the National Retail Tea and Coffee Merchants' Association recently participated in an extended business-pleasure tour, taking in many of the larger cities east of Chicago and as far south as Washington, D. C. This organization comprises most of the prominent advance premium retail tea and coffee distributing concerns, and its officers are F. J. Lichtner, Chicago, president; G. B. Schorn, New York, vice-president; C. A. Smith, St. Louis, vice-president; C. V. Nieman, Chicago, treasurer, and H. W. Meneley, Chicago, secretary and counsel.

PURPOSES OF THE INTER-STATE TOUR

The objects of the trip as outlined by Secretary Meneley were to secure new members and bring the organization in closer touch with sources of Supply. During the journey the merchants called upon various supply houses and manufacturers in an effort to establish a closer community of interest with them. A co-operative buying plan is contemplated whereby every member, large or small, can secure the advantage of a quantity price. The association now comprises a membership of about seventy, and it is believed that it will soon total one hundred. President Lichtner states that on the basis of one hundred members the association will represent an operation of one thousand wagons, each wagon distributing about five bags of coffee per week and other products in proportion. It is thought that this buying power can be consolidated to the advantage of each member and also the manufacturers. A uniform package will probably be adopted, provision being made for the imprint of the individual dealer.

While a business trip primarily, pleasure was not overlooked during the journey, the members making it a point to take in the sights during stop-overs in each city on their itinerary. The party left Chicago on June 12 in private cars, and

a stop was made at Niagara Falls en route to Boston. While in Boston they toured the city and suburbs, took a harbor trip to Nantasket Beach, where a "baby lobster" dinner was enjoyed. G. B. Schorn, who was in charge of the arrangements for the party's entertainment at New York, provided two full days of profit and pleasure.

While in New York all the prominent points of interest were visited, including Coney Island. On the evening of June 15 a get-together dinner was held at the Wallick Hotel. On this occasion President Lichtner dwelt upon the accomplishments of the association in offsetting adverse legislation, while Vice-President Schorn gave details concerning the proposed co-operative buying exchange. Three new members were added at this meeting. The party also visited the Front street coffee district, calling upon some of the prominent firms, and inspecting the plant of Jabez Burns & Sons, coffee machinery manufacturers.

Another dinner party was held in Philadelphia, with the local members as hosts. It was largely attended and did much toward giving the dealers in that section a clear idea of the association's aims and benefits. Five new applicants for membership were secured at this time.

Stops were made at Atlantic City, Washington and Pittsburg. A visit was also made to some of the large potteries at East Liverpool, Ohio, where the tourists learned how earthenware is made.

Among those making the trip were H. W. Meneley, Chicago; F. J. Lichtner, Banner Coffee Company, Milwaukee; G. B. Schorn, Schorn & Brower, New York; C. V. Nieman, Chicago Tea Company, Chicago; J. Trauscht, Eureka Tea Company, Chicago; A. J. Benner, Benner Tea Company, Burlington, Ia.; Lucien King, King Coffee Co., Indianapolis; W. B. Castor, Castor Bros., Philadelphia; Victor Olsen, National Tea Company, Detroit; P. C. Monday, Monday Tea Company, Milwaukee; George F. Hellick, Hellick Tea Company, Easton, Pa.; George H. Williston, Fall River, Mass.; George E. Loveday, New Haven, Conn.; J. E. Reardon, Reardon Tea Company, Chicago; W. W. Bartlett, Bartlett Tea Company, Indianapolis; L. C. Petersen, Minnesota

Tea Company, Duluth; W. M. Joyce, Superior Coffee Company, Appleton, Wis.; H. Ghysels, Keystone Tea Company, Pittsburg; W. Roberts, Roberts Tea Company, Parsons, Kan.; W. Winters, Iowa Tea Company, Mason City, Iowa; C. Mathews, Central Tea Company, Detroit, and W. R. Claman, Claman Tea Company, Indianapolis.

In summing up the results of the trip, Secretary Menzley said: "One of the most important results attained was the increased co-operation for the good of each member; another was the crystallization of our merchandising committee into something tangible. We are already receiving direct quotations and bids for tea, coffee and premiums. If there ever has been any doubt as to the future of our organization it has now been removed."

The annual convention of the association is scheduled for September 19-20 at Chicago, at which there will be an exhibit of merchandise used by tea and coffee distributors. Manufacturers catering to this trade will be invited to attend.

SOLVING DELIVERY PROBLEMS

Wholesale Spice House Finds Motor Truck Makes for Better Service and Does Work of Two Teams

HOW to speed up delivery, cut down cost of operation, and give the maximum of service to customers constitute a problem in which every coffee, tea and grocery concern is vitally interested. The following statement from the Woolson Spice Company, Toledo, Ohio, tells how that firm solved the problem, and will prove valuable for other concerns contemplating the adaptation of motor delivery in place of horse-drawn vehicles.

This company states: "We operate four trucks of different capacities, two for hauling freight to and from railroad depots and two for the distribution of products to customers in our city. The 1½-ton Federal shown in the picture herewith is used for the latter purpose. This truck went into commission in February, 1916, and an average record for the first year is given herewith:

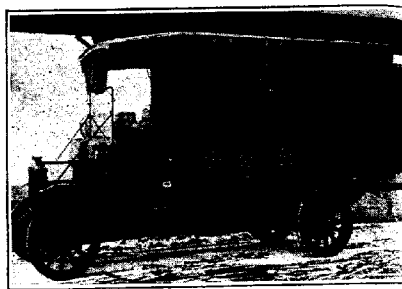
Average mileage per day	42
Average mileage per gallon of gasoline	10
Average mileage per gallon of oil	150
Average number of stops per day	49
Repairs for removing carbon and general inspection	\$22.40

"Allowing for a complete set of new tires every year, labor, 25 per cent depreciation and \$120 per year for other repairs, our operating expense

averages \$175 per month based on present prices.

"This Federal truck performs the work of two teams, and not only saves money, but enables us to serve our customers in a much more satisfactory manner.

"What is true of the Federal is also true of the other trucks which we operate, due, to some extent, to the fact that our plant is located about three miles from the heart of the city. In our



GASOLINE TRUCK USED BY AN OHIO SPICE HOUSE

business, service is a very important item, and with motor trucks we can render service that is unequalled by any other method."

RYZON'S DOMESTIC SCIENCE FILM

Unusual among moving picture films known as "industrials" is the one entitled "Old Ways and New, or the Ryzon Girl," which was produced for the General Chemical Company. The film tells the story of Ruth, the Ryzon Girl, from childhood to the altar, the majority of scenes dealing with her experiences in a domestic science school and later as a member of the Ryzon Service Staff. The climax comes while Ruth is showing a prominent women's club how Ryzon biscuits are made scientifically, and the persistent hero finally wins her hand in marriage. The film is designed primarily for presentation before women's clubs, domestic science schools and other institutions and organizations interested in domestic science, and can be obtained from the Food Department of the General Chemical Company, 25 Broad street, New York.

MAP OF MILD COFFEE DISTRICTS

A map showing the mild coffee-producing countries of the Western Hemisphere, the growing districts, the shipping ports and the steamer lanes to foreign cities has been published for distribution in the trade by Edward Bleecker, the New York and Chicago coffee broker.

MARKETS OF THE WORLD

Latest News Letters from Staff and
Special Correspondents in the Lead-
ing Foreign and Domestic
Trade Centers

OUR LONDON LETTER

The Latest News from Mincing Lane and the
Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourn Street, London, W. C.

LONDON, June 8, 1917.

THERE is much comment and criticism in the tea trade here as to the details of the new scheme governing the disposal of 90 per cent of the imports of Indian and Ceylon teas. The new plan, which takes effect June 11, provides that all these teas are to be sold at auction in four grades, known as A, B, C and D.

A, consisting of 30 per cent of the imports, is to be sold by auction at a minimum of 22 cents a pound and a maximum of 25 cents, for retailing at 56 cents; B, consisting of 35 per cent of the imports, may be sold by auction at a minimum of 28 cents and a maximum of 30 cents, for retailing at 64 cents; C, consisting of 25 per cent of the imports, is to be sold by auction at a minimum of 34 cents and a maximum of 36 cents, for retailing at 75 cents. D, being the remaining 10 per cent, is to be sold, wholesale and retail, without restriction of price.

TEA CONTROL PLAN UNDER FIRE

Ewart Maccaughey & Co. make the following statement in criticism of the plan: "How the tea is to be sorted into the A, B, C and D classes is at present a sealed book, but one thing may be taken as certain, and that is that, judged by the standard of the 'control' tea, the extra work and the delay will be enormous. This sorting out, too, especially at this period of the season, will lead to some curious decisions—how, for instance, will fine cup autumnals with no appearance be dealt with?"

NEWS OF COFFEE AND COCOA TRADE

Restrictions on imports into this country must inevitably have an adverse influence on the trade of other countries, and it appears from the monthly bulletin of the British Bank of South America that the recent decision of the British

Government to prohibit the importation of two of Brazil's chief products—coffee and cocoa—and to reduce by 30 per cent the amount of foreign meat imported, has aroused much adverse criticism in Brazil. An examination of the figures, however, shows that so long as the embargo is confined to importations for Great Britain's own uses the loss to the Brazilian trade will be slight.

Of the present coffee crop to March 1 exports total some 8,522,061 bags, of which only 474,613 bags went to Great Britain, and of these more than 50 per cent were re-exported. In the case of cocoa, this country takes a rather larger percentage, for of exports during 1916 totaling some 43,720 tons Great Britain took 5,784 tons. An important factor in the trade of Brazil is the increasing scarcity of transport for Europe.

THOMAS REECE.

OUR BRAZIL LETTER

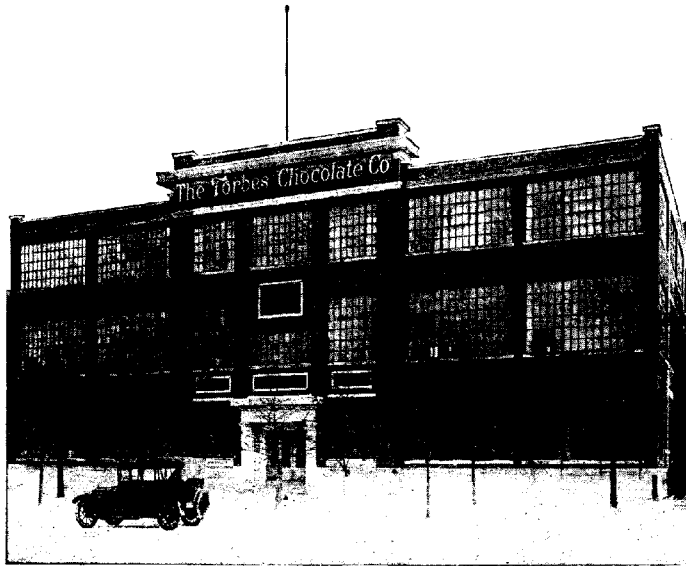
Rio de Janeiro Editor Complains About Ger-
man Predominance in Coffee Trade—
Late News About the Adver-
tising Propaganda

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, BRAZIL, June 5, 1917.

IN "Wileman's Brazilian Review" for May 15 appears a complaint about the injustice of allotting 51.3 per cent of all the space reserved by the Lloyd Brasileiro Steamship Line for New York to German firms, who participate in the coffee trade with the United States in the ratio of only 5.7 per cent of the total, as against 94.5 per cent shared by Allies and neutrals. The statement goes on to say: "Brazil, of course, would be under no obligations to interfere with German shipments to the States were it not that the Lloyd Brasileiro Line belongs to the Brazilian Government."

The names of shippers of coffee by Lloyd Brasileiro boats from January 1 to May 4 of the current year classed as Germans, Brazilian, neutrals and Allies, are given in a table in the article, and include the following: *German*, Theodor Wille & Co., Pedro Trinks, Ornstein & Co., Eugen Urban & Co. *Brazilians*, Joao Osorio, G. Trinks Cia. Lemme Ferreira, Malta & Co., Guimaraes & Co., Ferreira da Rosa, Levy & Co., Cia. Prade Chaves, R. Alves Toledo & Co., Mello & Co., S. Queiroz, Cia. P. da Geraes, Roberto Couto, Castro Silva & Co. *Neutrals*, S. Cramer, Nioac & Co. Jessouroun Irmaos. *Allies* (not including American before April 17), McLaughlan & Co., Societ



ILLUSTRATING THE MODERN TYPE OF DAYLIGHT COCOA FACTORY

This is the home of the Forbes Chocolate Company, Cleveland, Ohio, a newly organized concern that is making rapid progress. The business started about six months ago and the plant is now being operated to its capacity day and night.

F.-Bresilienne, Puglisi & Co., Naumann Gepp & Co., M. Wright & Co., Ed. Johnston & Co., Picone & Co., Baccarat & Co. The list of American firms are given only as before April 17, and after that date they are included under the head of Allies. The American companies specified separately are as follows: Leon Israel & Co., Grace & Co., Arbuckle & Co., Hard, Rand & Co.

Another tabulation shows that of 187,574 bags shipped to the United States from Brazil during the period mentioned, 103,250 were from German firms, leaving 84,324 bags as shipped by Brazilian, neutral and allied firms. American firms handled only 17,351 bags.

THE COFFEE PROPAGANDA

Three more coffee planters have joined the Sociedade Promotora da Defesa do Café "to insure the policy of the organization for the defense of coffee interests" and to advertise coffee in the United States. The firms are The Dumont Coffee Estates, Agua Santa Coffee Company, Ltd.,

and Santa Cruz Coffee Company, Ltd., the three representing in all about 6,100,000 trees. The Dumont plantations are said to be the greatest in the world. The Banco de Commercio e Industria had on May 15 received toward the fund to be spent in advertising approximately \$8,122.

The coffee propaganda plan of the American advertising agents of the United States coffee roasters is said to provide for advertising in magazines, newspapers and commercial journals having 32,000,000 circulation. Dr. Lima says over 300,000 American merchants will co-operate, and has asked for a tax of 2½ cents, which in five years should yield \$450,000. The American roasters will not direct the campaign, but will participate in a joint directing council with the Defense Society.

With England closed to Brazil's coffee, stocks are piling up, and many people feel that the Government should come out boldly as an ally of the United States; for one reason, to get credit to carry the stocks until after the war.

NEW EQUAL VALUE ASSORTMENTS

Puritan China will delight your most discriminating patrons. Ask for samples and details—there's no obligation.

THE LIMOGES CHINA CO.

W. I. GAHRIS, Pres.

SEBRING, OHIO

TIN - AND - FIBER **CANS** **OF QUALITY**

**For Teas, Coffees, Spices, Cocoa, and Dry
Products Generally.**

In all the usual sizes and shapes from 1 oz.
up to 5 lbs. capacity.

¶ THE CANISTER COMPANY OF NEW JERSEY, Inc., paid up capital \$300,000.00, has been organized to take over and operate the business formerly owned by The Canister Company, originator of the TIN-AND-FIBER container, in use in hundreds of packing concerns in the tea and coffee trade.

¶ In these days of high priced tin cans it will pay you to fully investigate the distinctive merits of the TIN-AND-FIBER CAN, which shrewd buyers have found to be the best and the most economic package.

¶ Full information, samples, and estimates supplied promptly on request; all charges prepaid.

CANISTER COMPANY OF NEW JERSEY

PHILLIPSBURG, N. J.

OUR CHICAGO LETTER

News of the Trade in the Windy City Gathered by Our Own Correspondent

CHICAGO, July 3, 1917.

WHILE the market during the past month has been chaotic, coffee is the one article which does not seem to be included in the wholesale advance of other foodstuffs. One disturbing influence has been the proposed tax on coffee in the Federal Revenue Bill, and President Frank R. Seelye and Secretary George W. Toms, of the National Coffee Roasters' Association, and others, have made many trips to Washington in the interests of the coffee trade. The chain-store men here are laying low; the tax measure has favored them thus far, and any effort they make might prove abortive.

FEDERAL QUIZ OF WHOLESALE GROCERS

A large number of coffee and tea men were attracted to this city by the convention of the National Wholesale Grocers' Association. During the meeting the local branch of the Department of Justice subpoenaed some of the grocery association officers for a questioning on the food situation, but advising the officers that the Government did not intend to start an investigation against the wholesalers themselves. The association officers declared that the present high prices are due partly to the advances made by manufacturers and producers and in part to the wastefulness and the demand for service by consumers.

TEA MARKET HAS BEEN VERY STRONG

The tea market has been very strong during the month, due in large measure to developments in the Orient. Tea men here are predicting that transportation across the Pacific will grow even more difficult. The retail stores, including the chain interests, are raising their prices, and will probably continue to during the summer. During the past month the demand has been strong in the city, and even stronger in the outlying districts of the Middle West. Dealers frankly confess alarm over the indications of increased prices, and some of them express fear that by the time the

war tax is added the price of tea will be so high as to be out of the reach of the poor man.

CHICAGO TRADE NOTES

A large number of tea and coffee firms have joined the newly-formed Chicago Retailers' Association, 140 Dearborn street, for protection against swindlers and to have the use of the association's credit bureau.—Weekly instead of bi-monthly meetings were held during the month by the Chicago Coffee Roasters' Association because of the legislation at Washington on the war tax, etc.—Bunte Bros. have started a nation-wide campaign on their Whitehouse Cocoa, advertising that it can be used not only as cocoa for drinking purposes but also as chocolate for making candies.

G. W. W.

GUAYAQUIL'S CACAO MARKET

Increased Ocean Freight Rates and Scarcity of Shipping Bottoms are Being Felt Acutely by Producers

[SPECIAL CORRESPONDENCE]

GUAYAQUIL, ECUADOR, June 10, 1917.

CACAO prices were maintained at \$8.65 for arriba, \$8.35 for balao and \$7.95 for machala during April, but it was believed there would be a decline in May because of the advance in freight rates. Freights to New York rose from \$15 per ton to \$25 and later to \$32.50; and to France the increase has been about \$6 per ton.

A scarcity of shipping space has resulted from the withdrawal of the Ward Line steamers from the Guayaquil run, but there is a possibility that the Panama Railway boats will call here, and it is announced that the *Salvador* of the Pacific Steam Navigation Company will make regular trips between this port and Panama.

DUTY RUMOR UPSETS MARKET

Following a rumor that the United States intended to place a heavy import duty on cacao several quite large sales were made, but as the duty was not imposed, and the manufacturers are well supplied, Guayaquil sales have decreased in number. This has caused the exporters to retire

PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS

Branch Offices: NEW YORK, CHICAGO

When a Coffee Dealer is shifting an established Brand from tin to Paper Bags, it is of course vital for him to secure a Package which will reasonably protect his Line against deterioration.

But that isn't the whole duty of the Package. It must go further than that. It must be of attractive materials, suggesting extreme cleanliness—and must be so designed and printed that the *identity* of the Brand will be preserved.

The reason *The UNION DUPLEX BAG* has such a standing in the Trade is that its patrons appreciate that no group of ordinary engraving-and-printing plants could produce the work that it is our daily performance. On the other hand, no *simon-pure bag-manufacturer* has as yet achieved such results.



It is only in an organization where bag-manufacture, designing, engraving and multicolor printing go hand in hand that the highest development of the Paper Package is reached.

And, we repeat, when a Coffee Dealer is shifting from tin to Paper Packages, it's a reassurance for him to know that he will not only receive the best in containers and printing, but that he has at his disposal a corps of experts in every branch of package building—in other words, *The UNION DUPLEX BAG* and the Union Organization.

Reducing a five-color lithographed can-label to a three-color package-printing—but retaining all of the *identity* and *display-values*—is a job requiring exact knowledge. Give the problem to us and let us do the worrying.

UNION BAG & PAPER CORPORATION

(Name and address of nearest Selling Agent upon request)

PRINCIPAL OFFICES • WOOLWORTH BUILDING • NEW YORK CITY

from the market, and the Asociacion de Agricultores is now receiving most of the cacao, which is coming in abundantly.

The shipments for April amounted to 6,337,928 pounds, and were to the following countries: The United States, 5,689,286 pounds; Chile, 22,503; Peru, 4,500; Spain, 621,639.

SALIENT TRADE NOTES

The offices of the Dorr Coffee Company, which conducts an extensive wagon route business out of Trenton, N. J., have been removed to 75 Front street, New York, in the building now occupied by T. P. Jones & Co., recently removed from 90 Wall street.

A. P. Luhrs is starting a new coffee business at 285 Church street, Poughkeepsie, N. Y., and part of his equipment consists of a No. 7 Burns roasting outfit.

Ricardo Gomez & Dietlin Company, Inc., have removed their offices from 161 Maiden Lane, New York, to a new building at the corner of that street and Water street, on the sixth floor, where there is ample room for the offices as well as the storage of the company's stocks of vanilla beans and other products.

The Fort Smith Coffee Company, Fort Smith, Ark., is installing four No. 15 Jubilee roasters of two-bag capacities and is making other extensive changes in its plant.

Furuya & Nichimura, tea importers, at 96 Front street, New York, have been incorporated, and will be known as Furuya & Nichimura, Inc. The company has made business connections with the Meiji Trading Company, Ltd., Tokio, Japan, and

the New York office will be conducted as a branch.

The Merchants Coffee Company, Baltimore, enlarging its coffee-grinding department by installing another Burns granulator and rearranging the two machines and equipment at there.

The Overacker Coffee Company, Louisville, Ky., has increased its capitalization from \$100,000 to \$125,000.

A Jubilee roaster of 500 pounds capacity, soon to be added to the roasting equipment of Paxton & Gallagher Company plant at Omaha, Neb.

Some of the plants of the General Chemical Company have been included in a merger of chemical interests in the newly-formed National Anilite & Chemical Company, Inc., of New York, on the board of directors of which appear names of Henry Wigglesworth and J. M. G. Chius, of the General Chemical Company.

The big Brooklyn, N. Y., plant of Au Nichols & Co. is being equipped with a new No. 8 Burns coffee granulator, with roller mill and a No. 6 Burns roasting outfit for special work on one-bag lots.

The Loose-Wiles Biscuit Company will increase the size and capacity of its plant at Twelfth and Davenport streets, Omaha, Neb., according to announcement made by Manager R. L. Wilson. The present force of 200 persons will be increased to about 600.

The Chicago firm of E. B. Millar & Co. recently added a Challenge burr-stone pulverizer to its grinding department.



No Better Flakes Made

Don't Wait—Act!

"Higher-than-ever" prices prevail on

CORN FLAKES

as on other food necessities

Why wait until the ever ascending markets again force us to make further increases. **ORDER NOW!**

"Krispt" Corn Flakes 7 ³⁸ oz. pkgs. **\$1.95** per c/s.

Freight paid on 10 c/s shipments. — Smaller shipments f.o.b. mill

STANDARD FLAKED FOOD CO., Owosso, Mich.
MINNEAPOLIS MILL—1238 JACKSON, N. E. (Correspond with nearest mill)

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

Coffee New Crop

The new crop will soon be coming down from the plantations. Our Santos branch is watching the offerings closely—our men are in the interior to secure the choicest selections.

Every order, large or small, which you give us makes us alert for the next and alive for your every interest. When it comes to a question of price, selections and quality, we can't be beat.

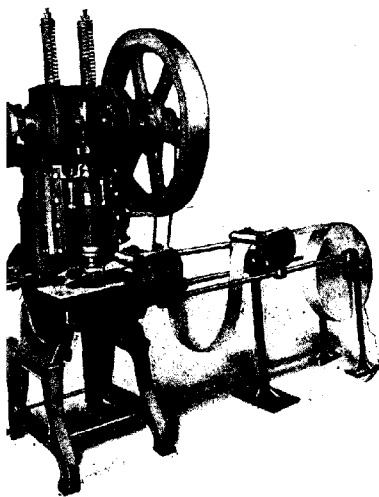
J. Aron & Company, Inc.

Importers
New York

COFFEE
New Orleans
Chicago

Exporters
Santos, Brazil

"Langston" Machinery for Round Paper Cans



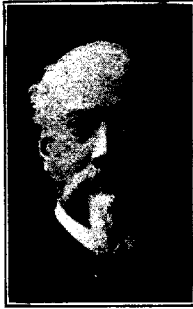
Samuel M. Langston
Company
Camden, N. J., U. S. A.

Canadian-Fairbanks Morse Co.
Agents for Canada

OBITUARY

ANSON W. HARD

Anson Wales Hard, head of the firm of Hard & Rand, coffee brokers, at 107 Wall street, New



York, and a member of one of the oldest New York families, died June 19 at his summer home at Lawrence, L. I., in his 76th year. Mr. Hard had been in the coffee business since 1863, starting in that work with an uncle in Baltimore, later going to Rio de Janeiro and then to England. He later affiliated with Geo. C. Rand in the firm of Hard & Rand in New York, and made the company's name known throughout the coffee trade of the world.

WILLARD B. FOSTER

Willard B. Foster, for more than twelve years head of the coffee department of Paxton & Gallagher, Omaha, Neb., died June 18 of heart trouble and was buried in New York, his old home.

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, July 2, 1917

THE coffee market always runs into a lull period at this time each year, but appears this season the wheels of progress are sticking worse than usual, and no amount of push seems to produce any results. In consequence prices have been easing off a little each week. Although there is a large stock of Santos, both here and in Brazil, the assortment is poor and they are acting as a drag on the market.

A DULL SUMMER COFFEE MARKET IS LIKELY

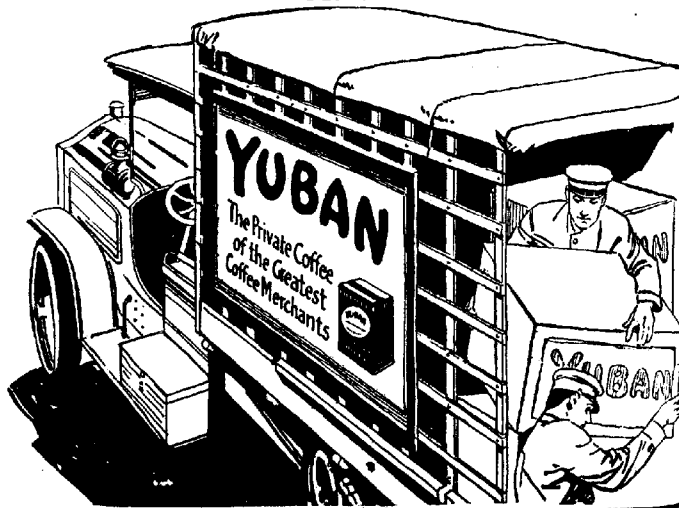
The sales for future shipment which are customarily made at this season of the year are lacking to a large extent, notwithstanding the fact that freights are lower. Europe is not likely to be an important buyer, and with a still closer watch being kept on possible shipments for Germany the supply at the primary points is likely to increase rapidly. The result will be further shipments of consigned coffees for this port, and with the interior stocked in anticipation of the dull season we are probably in for a very dull summer.

Over 8000 grocers in Greater New York alone supply Yuban regularly to their trade. Do you?

ARBUCKLE BROTHERS

YUBAN
COFFEE
DEPT.

NEW YORK CITY



W.R. GRACE & Co.
 NEW YORK SAN FRANCISCO

GRACE

COFFEE
 ALL VARIETIES

WE HAVE PERSONAL EXPERT OFFICES
 IN ALL THE PRODUCING COUNTRIES

OUR SERVICE
 IS OUR OPERATION

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Mild coffees are in a very depressed condition, as there have been heavy arrivals of milds and a very light demand. It is a waiting market, and as supplies are large it is possible to make careful selections as stocks are replenished.

TEA MARKET SHOWS NO CHANGE

The tea market shows no change, except that if anything it is more apathetic. The uncertainty as to the excise tax does not help matters, although it is generally believed that it will be retained. Russian buying has advanced prices abroad in certain directions, and short crops in other directions has had a similar effect.

The freight question, however, is the important one. It will be many months before this condition is satisfactorily adjusted. Importers hesitate to place orders for their usual shipments when there is a likelihood of having the tea held up indefinitely. Japan has arranged to take care of its crop, but in all other directions conditions are very uncertain.

CLOVES ARE FEATURE OF SPICE MARKET

The spice market is fairly active, with cloves the feature on reports from London that further shipments would be restricted.

PEPPER—Arrivals have been small and supplies here are light. Although the export demand has been good prices have reacted a little but are not likely to go lower. PIMENTO—The demand is light, and there has been no change in price. GINGERS—Orders have been large with stocks small, so that all grades are firmly held. CASSIAS—Prices are high and will hold firm on account of the freight difficulty. MACE—Prices are a little easier on lighter demand, but further reaction is unlikely. NUTMEGS—The arrival of several lots caused slightly lower quotations, but the demand is steady and supplies are small, so the market will hold firm.

INFORMATION FOR BUYERS

Pithy Suggestions as to Where and How to Buy to the Best Advantage

BUYERS in all branches of the tea, coffee and grocery business will find it to their advantage to read this department every month. Only items of legitimate trade news intended to be informative and helpful to buyers, and all carefully edited, will be published here.

ELECTRIC HOME STEEL-KUT COFFEE MILL

The Hamilton Beach Company, Racine, Wis., is featuring the latest addition to its line of house-



ELECTRIC HOME
COFFEE MILL

hold equipment, and electrically-operated coffee mill which is sold under the trade name of Steel-Kut. This machine is designed for the use of coffee consumers, and can be attached anywhere in a kitchen near a lighting fixture and connected therewith by the conventional electric drop cord and socket. The device is made of white brass and heavily nickel-plated, and according to the manufacturer, is not only a time and labor-saving machine, but is also highly ornamental. In describing its coffee mill, the Hamilton Beach Company lays much stress upon the claim that it is so simple a child can use it.

TRIDENT COFFEE MILL

A coffee mill that will pulverize without heating

DANNEMILLER
COFFEE CO.
BROOKLYN - N.Y. CITY

COFFEE—Roasted and Green
To Wholesale Dealers Only

JAVA TEAS OF DIRECT IMPORT

ROWLEY DAVIES & CO., LTD.

**BATAVIA, JAVA
OR FENCHURCH HOUSE,
5, FENCHURCH STREET,
LONDON, E. C.**

WILL GLADLY SUPPLY ALL INFORMATION

HILLIS'S COFFEE AND CHICORY SUBSTITUTES ARE STANDARD THE WORLD OVER.

A mixture of one part of HILLIS TRIUMPH CHICORY SUBSTITUTE and two or three parts of HILLIS BEST BLENDING COFFEE FILLER can be mixed from 20% to 60% or more in Coffee, assuring a satisfactory, profitable and repeat business.

The largest and most successful packers of Coffee Compounds in America use these grades. If you are looking for the best goods for mixing in Coffee, let us ship you a 200 lb. bag of the TRIUMPH CHICORY SUB. at 7½¢ per lb., also a 200 lb. bag of the BEST BLENDING at 4½¢ per lb., F. O. B. New York, less 1% 10, net 30 days. We are certain that if you give these goods a trial, that you will be well pleased with the results and we will gain a steady buyer. Prices quoted are the jobbing prices for quantity lots. Awaiting the pleasure of your trial order, we are, Respectfully,

**HILLIS CEREAL MFG. CO.,
Brooklyn, N. Y.**

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,

124 Front St., NEW YORK

SUMATRA COFFEE

FOR HIGH GRADE BLENDS

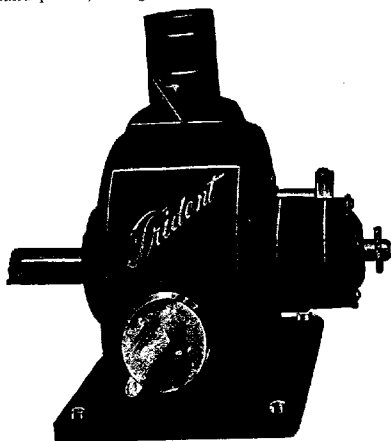
We are offering some choice lots.

Ask for Samples

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

will granulate or pulverize with the same cutter, can be operated continuously without shutting down to cool, and can be operated either by electricity or hand power, is a machine in which every coffee firm will be interested. The foregoing are a few of the principal claims made for the Trident coffee mill by the manufacturer, the Trident Company, 438 Drexel building, Philadelphia.

In describing this mill the company states that it works about five times faster than other machines now on the market, has lower cost of operation and up-keep, can be operated either by belt drive or by a direct-connected motor, or by hand power, and guarantees every statement and



THE TRIDENT COFFEE MILL

claim made for the machine. The manufacturer recently conducted a test, and determined that the mill will granulate 15 pounds of coffee per minute, will coarse pulverize $4\frac{1}{2}$ pounds per minute and fine pulverize 3 pounds per minute, and requires only $\frac{1}{4}$ -horsepower for granulating and $\frac{1}{2}$ -horsepower for pulverizing.

The manufacturer states that the machine is made of tool steel and high-grade castings, and is equipped with quality type double-row bearings. At present the Trident Company is supplying the mill without motor, stand or hopper, and is concentrating on the production of power mills, deferring the output of hand mills until a later date.

HEDFELT CLEANING AND GRADING MACHINES

The Hedfelt Company, formerly of Chicago, is now associated with the Rainbow Grain Grader Company, at 718 Fifteenth avenue, N. E., Minneapolis, where a line of machines for milling, separating green coffee, stoning and cleaning roasted coffee, and making "steel-cut" coffee, are to be manufactured under a royalty contract with the Hedfelt Company.

S. H. Holstad, the well-known Minneapolis coffee roaster, is president of the Rainbow Grain Grader Company; A. T. Hedfeldt is vice-president and general manager, and Jay C. Hall is secretary and treasurer. Among the other stockholders are A. W. Kreiser, C. A. Ekelund and O. W. Johnson, all of S. H. Holstad & Co.

Factory space with trackage has been leased from C. W. Lunquist Company, also stockholders who will furnish additional space as it may be needed. A. T. Hedfeldt will give his entire attention to the machine business, which will concern itself principally with the grain machine although it will also push coffee machines, free literature on the latter being promised shortly.

COFFEE MILL MAKER'S NEW PLAN

The Coles Manufacturing Company, Philadelphia, maker of coffee mills, is taking an active interest in the betterment of the quality of coffee as sold by retailers by fostering an educational movement that aims at a general change in coffee handling. The Coles company is distributing elaborate literature designed to teach handlers of coffee that whole coffee, fresh

IRWIN-HARRISONS & CROSFIELD, Inc.

Importers and Jobbers of Teas

PHILADELPHIA
50 So. Front St.

NEW YORK
96 Wall St.

BOSTON
27 India St.

CHICAGO
425 W. Ontario St.

London Colombo Calcutta Batavia Shanghai Hankow Foochow
Shidzuoka Daitotei

HUNT & CO.

The Oldest Japan Tea Exporting House in the Orient

JAPAN TEA--CHINA TEA

135 Front St., New York

CHICAGO
326 W. Madison St.

MONTREAL
3 St. Nicholas St.

Agencies in Important Cities

ESTABLISHED 1896

Offering Spot, Warehouse, New York

Ex S/S "Buitenzorg"

DUTCH EAST INDIES

Ankola and Mandheling Coffee

These two Coffees are the Finest Drinkers Known in the World

CHARLES BIELE

276 West Broadway New York
Correspondence Solicited

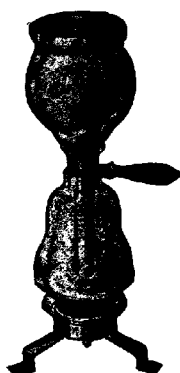
Protect Your Trade Marks and

Your Trade Marks will
Protect You.

For all information and services relating to Trade Marks, Write

TRADE MARK TITLE CO.
Ft. Wayne, Ind.

It's Not the Grade of Coffee But How it is Made that Counts.



No More
(Bad) Coffee

If your customers use

The
Auto-Vac
Coffee
Filter

It makes low priced coffee taste like the Best. No matter what grade of coffee you sell if it is made in our AUTO-VAC FILTER your customer's satisfaction is Guaranteed.

Results--Increased Coffee Customers

Very Attractive Prices for
Premium Users

The Auto-Vac Filter The Auto-Vac Filter

All Glass
Transparent
Metal
Parts
Heavily
Nickel
Attractive
and
Sanitary



Adaptable
for use on
Table, with
Alcohol
Stand, or
on any
Electric
Stove, Coal
Stove, or
Gas Range

Premium users write at once for
our special proposition

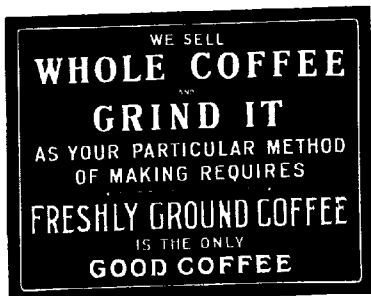
Auto-Vacuum Freezer Co.

25 West Broadway New York

Coffee Filter Dept.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

ground at the time of sale, and so placed in the consumer's hands, means coffee with its full aroma, all its richness and the delicacy of flavor



preserved, and that such coffee means better business for the house that handles it. One of the means of carrying on the campaign adopted by the Coles Company is to supply the trade with 15- by 11-inch store and window display signs, one of which is pictured herewith.

COFFEE IMPORTER IN NEW LOCATION

The import department of Gaston, Williams & Wigmore, Inc., formerly at 120 Broadway, New

York, has been moved to 149 Broadway, where it will remain until the company's new building now in course of erection at 35-39 Broadway is ready for occupancy. The import department which is under the management of V. Gonzales handles the firm's coffee and cocoa business and is steadily growing.

CERTIPURE COMPANY AND PEEK'S TEAS

The Certipure Company, Inc., is acting as packers and distributors of Peek's Perfect and other brands heretofore put up by Peek & Winch (America), and is occupying and operating the packing and blending plant of the latter company at the Bush Terminal, Brooklyn.

BOOKLET ON HOW TO PACK SUGAR

The Franklin Sugar Refining Company is issuing from its Philadelphia office a booklet showing the most economical and practical methods of packing sugar for railroad transportation in large quantities, and how it should be arranged in freight cars. The diagrams also illustrate the packing of sugar, either in barrels, bags, cases or kegs, and should be stored in warehouses to prevent damage and loss of space.

FOOD OUTFITTERS

THE GRAND LAKE CO., INC.

Thirty Broad Street, New York

IS

READY TO SERVE

Packers of Dry Food Products with a complete line of PAPER BAGS especially constructed to meet their requirements.

Odor
Flavor

Retaining Duplex Bags

Carton Liners of Parchment, etc., and Specialties of all Sorts;
Ready Made or Made To Measure.

Your money has been spent

To place your coffee in the homes. Too little has been spent to keep it there.

When your splendid blend is spoiled by wrong brewing methods, and your coffee is condemned

What is your profit?

Leading houses who sell thousands of Tricolators will tell you that they eliminate any chance of spoiled coffee. Give your salesmen a chance to show your coffee at its best.

TRICOLATORS



Bring out all that beautiful color, rich flavor fine body and aroma you want your coffee to show and it stays that way for hours. Why not have your customer enjoy these benefits.

Sizes from 2 to 9 cups for homes, up to 18 gallon urn attachments for hotel and restaurant service.

Used in such hotels as the Astor, McAlpin, St. Regis in New York; Wm. Penn, Pittsburgh; La Salle, Chicago; St. Francis, San Francisco; Statler's and thousands of others.

Demonstrating sample 9 cup size as illustrated, filter holder and china urn complete, to any dealer \$2.00.

A postal card will bring it—prove it to your own satisfaction—then you too, will insist on Tricolator Coffee Makers.

Order today.

THE TRICOLATOR CO.

116-120 W. 32nd Street

NEW YORK

62-64 East South Water St.

CHICAGO

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

A GROCER'S CREDIT POLICY

Business Factors Which Every Retail Merchant
Should Consider in Establishing a
Sound Credit Policy

BY JOHN H. SCHAEFER

President, National Association of Retail Grocers

MY views on the credit and collection problems of the retail grocer are based on experience. After twenty-five years in the retail grocery business I have evolved a system which is proving quite satisfactory. I realize that conditions in other parts of the country and in different kinds of communities may make necessary different methods, but, after all, the principles upon which credit policies are based are very much the same everywhere.

Before opening an account with a new customer I always insist on references and explain that the policy of my store is prompt payment, for, by insisting upon prompt payment from my customers I am able to pay the bills of the wholesaler promptly in ten days and obtain the cash discount, which enables me to sell goods cheaper, to the ultimate advantage of my customers. Also, by having the reputation of paying my bills promptly I am often offered bargains for cash, the benefits of which I am enabled to pass on to my trade.

HOW COLLECTIONS ARE MADE

To make sure of prompt payment I send out statements promptly and regularly according to the agreement with the customer. Statements are mailed to only the gilt-edged customers. My other accounts are collected by one of my boys on a bicycle. A route list is prepared and the statements are arranged accordingly. I insist upon receiving the money or learning the reason for non-payment.

The credit work is my job, and I make it a part of my business to know my customers. I insist upon a good character rating before extending credit, though I may know that a customer may

have a thousand dollars in the bank. Experience has taught me to study human nature, and my ability to size up a man has saved me a whole lot.

FACTORS THAT SHOULD BE CONSIDERED

In order not to make this article too long I have jotted down several things which I believe every merchant should consider in adopting a sound credit policy:

1. Know your customer before extending credit.
2. Insist upon references and investigate them before extending credit to strangers.
3. When the prospective customer hesitates to give references, hesitate in taking the order.
4. Explain that it's necessary to know when to expect payment in order to meet your own bills.
5. Show that by paying your own bills promptly in ten days you are able to sell goods much cheaper, and by paying cash you can often pick up bargains which you can pass on to your customers.
6. Send out promptly your statements every week, every two weeks, or every month, according to the understanding you have with your customers.
7. Insist upon full payment every month and request your customer to call, or see her personally, before you grant a longer extension of credit.
8. Do not let your customers decide when they want to pay their bills. That's your job.
9. Remember that the possible loss of a few customers who won't pay promptly is offset by the advantages of prompt payment.
10. Don't be satisfied with merely a financial rating on a customer but learn something of his character and general reputation.
11. Study your customers and don't trust those who leave a bad impression.
12. Have the courage to say "No." Thousands of merchants have lost thousands of dollars because they would not say "No."
13. Never abandon hope of collecting an account.
14. Try the method of sending statements or to your surest customers. Use one of your clerks and a bicycle for the collection of all other accounts.
15. Personally examine every uncollected account and have a reason for the failure of your customer to pay promptly.
16. Help to eliminate the "dead beat" by giving careful attention to all requests you may receive for credit information.

A GOOD MOVE

The grocer who makes Red Ribbon Coffee his leader, makes a good move. It easily proves to be a bigger sales and trade builder than the average brand.

Red Ribbon Coffee is distinctly better in flavor, having a rich, mellow, delightful taste.

Packed bean or ground in double-parchment foil-interlined bags, also in tins. One pound bag.

ROSS W. WEIR & CO., INC.
New York



Always
The
Same

Weir's Red Ribbon Coffee



The Rich Can Buy Nothing Better

The poorest customer you have can afford to eat Shredded Wheat for his breakfast, but the wealthiest cannot start his day with anything better. While it costs only five or six cents for a breakfast of

Shredded Wheat

with milk and a little fruit, such a combination makes a perfectly balanced meal that contains all the nourishment the human body requires. Always the same high quality, always the same fair profit.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Shredded Wheat Co., Niagara Falls, N. Y.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

TRADE GETTERS

A Series of Business Winning Plans that Have Been Tried and Found Successful in Different Parts of the Country*

BY FRANK FARRINGTON

IT is not uncommon for merchants to use advertising space on pay envelopes of local manufacturers, sometimes going so far as to supply the envelopes free for the privilege of using that space. In using such an advertisement it might be worded, "One of the dollars inside is worth more than the rest. It is the dollar you bring to Blank's store and pay for ———." Then go on with a brief description of the item mentioned and with the reasons why it is better worth a dollar than anything else to be bought.

GETTING PROSPECTS' NAMES

Most merchants would willingly give something valuable to know the names of a number of prospective purchasers of important items in their lines. It is possible to uncover these prospects by offering a premium for such information. Get up a circular addressed to school children, saying you will give a baseball or a doll, or some similar article, to any youngster of 12 or 14 bringing the name of a friend or relative who is planning to purchase or talking of purchasing a certain article. If you are afraid the children will take advantage of you, give them merely a nominal souvenir for the name and offer the more valuable present when the sale has been made. The circular may contain a coupon with a ruled space in which the prospect's name may be filled in.

MONEY IN PACKAGES

A run may be started on a line of popular-priced packages of goods that have a large sale by inserting in an occasional package a silver quarter, and seeing that the prize packages are handed out to people who will be likely to spread the news. Of course, you cannot promise or advertise that a premium is regularly placed with the goods, but leave it to the customers to draw their own conclusions, maintaining a discreet silence on your part. If the impression gets abroad that the premium is placed there by the manufacturers without advertising it you cannot be expected to refuse to supply the increased demand for the goods.

MEAL TICKETS

It will prove an attraction to out-of-town trade to offer a ticket good for a dinner or for a lunch

at some specified place to every one making, before noon, a purchase amounting to a certain sum. If desirable the plan may be restricted to Saturday, or to some other day, when there are more than a usual number of out-of-town customers. An arrangement can usually be made with a restaurant proprietor to get a special rate on these tickets, since in most instances they will mean the bringing in of other new patrons than the ones with the free tickets.

NUMBERS IN THE WINDOWS

By placing arbitrary numbers on articles shown in the windows, and by placing there a sign asking that customers who want to see those goods ask for them by number, you make it easy for anyone to walk into the store and indicate to the clerk what he or she wants to see, without the sometimes difficult necessity of making the sales person understand just what particular item in the window is meant. When number cards are prepared for this purpose they may be used over and over again. A list should be made up of the items with the corresponding numbers on it. This list may be duplicated and a copy placed wherever desired in the store.

ADVERTISEMENT READING

Make this a standing offer in regard to your newspaper advertising: Say that to anyone who will bring in a clipping of one of your advertisements pasted on a sheet of paper with a statement on the back saying, "This advertisement was read to me by 'So and so,'" and signed by the adults in as many different families, you will give a certain souvenir.

HOW GROCERS CAN HELP

What Retail Distributors Can Do During War Time to Help Prevent a Disastrous Food Crisis in This Country

RETAIL grocers can obtain helpful suggestions on how to assist the nation in conserving its supplies of food from the statement on the subject recently issued by H. E. Barnard, Food and Dairy Commissioner of Indiana. His suggestions follow:

First: Encourage the use of staple groceries especially the cereals, such as rolled oats, rice, corn meal, hominy grits; macaroni; the legumes such as dried peas and beans; dried fruits, such as prunes and raisins; the sugars, including molasses and glucose.

These foods are both cheap and nutritious. They must be used in large quantities and instead of more costly and less nutritious foods.

Second: Stock and urge the sale of cookies

* Copyright 1917 by Frank Farrington.

The Whole Truth About Whole Coffee

In the interest of *Good Coffee* (and that means *good business*) we've instigated a movement, largely educational, to induce the retail dealer to handle and feature **WHOLE COFFEE**, in preference to the ready-ground product.

We firmly believe, and the thought is shared and indorsed by the wholesale trade throughout the country, that the retail merchant who will specialize upon grinding his coffee at the time of sale, and grind it to meet the particular requirements of each individual customer, will receive the direct and continuous support of the coffee-loving people in his community, and will quickly realize that "*the way to profit, is to learn to please.*"

WHY?

BECAUSE QUALITY COUNTS, AND GROUND COFFEE DETERIORATES SO QUICKLY (NO MATTER HOW IT'S PACKED) THAT FULL FLAVOR AND AROMA CAN ONLY BE SECURED THROUGH LAST-MINUTE GRINDING OF THE WHOLE BEAN.

"Truth is always abler, in the long run, and has the better legs."

COLES MANUFACTURING COMPANY
TWENTY-THIRD AND TURNER STREETS, PHILADELPHIA

oils and fats, instead of high-priced butter. Corn oil, cottonseed oil, lard compounds, uncolored oleomargarine, beef suet, all are very high in food values, wholesome and good.

Third: Stock lightly with fancy groceries, such as condiments, preserves, dessert preparations, tinned biscuits, olive oils and prepared foods that can be bought in bulk and cooked at home. These foods furnish the least nourishment for their cost. Their use should be discouraged until the present crisis in the food supply is past.

Fourth: Stock lightly with imported products. Do not buy or sell sardines from Norway when domestic sardines are available at much lower prices; cease selling expensive imported cheese, olive oil and fancy fruits.

Fifth: Stop pushing the sale of high-priced candies. There is more food in a pound of sugar than in a dollar box of candy. Confectionery is a luxury that both thrift and patriotism will deny us.

Sixth: During the present food shortage discourage overbuying of staples that will keep in the grocery as well as in the home. This is no time to speculate in foodstuffs.

The grocer may easily change the buying habits of his customers and help them to choose wisely that they may feed their families better and more cheaply.

STORE AND SHOW DISPLAY

The newest ideas in window dressing and store arrangement; unusual indoor and outdoor publicity

THE RICE DISPLAY PICTURES

The Number and Quality of Photographs Submitted Show that Retailers Are Pushing Sales During the Warm Months

LONG before the close, on July 1, of THE TEA AND COFFEE TRADE JOURNAL'S offer to buy the four best photographs of rice displays, either in windows or stores, it was not only evident that retail dealers in all parts of the country were interested in the campaign, but that a larger number were featuring rice during the summer months of this year than has ever been the case, despite the fact that the rice milling interests generally "rest on their oars" during the hot season. And the reports are that consumers are readily following the lead of the grocers and are buying rice liberally.

Among the photographs received, many showed considerable ingenuity and taste in arranging both package and bulk rice. For backgrounds and decorations a patriotic spirit is much in evidence. Japanese scenes and American flags were also much used.

In the August issue will appear the names of the firms and individuals submitting the photographs which have been found worthy of purchase, according to the terms announced in the two last numbers of this magazine. There also will appear in that and subsequent issues reproductions of the displays and descriptions of how they were made. These data will prove helpful to all retailers handling rice and other food products, offering as they do valuable suggestions for window trimming of a high order.

COMMON SENSE ADVERTISING

Some Practical Suggestions to Dealers by the Most Picturesque Advertiser in the Grocery Trade in Fifty Years

IF not the Nestor of grocery trade advertising Frank A. Ferris, of F. A. Ferris & Co., of New York, curers of the Ferris hams and bacons, is at least the most picturesque the trade has seen in fifty years. Ferris advertising methods are known throughout the country, the displays having appeared in magazines and newspapers and on billboards, lantern slides, metal signs, showcards, calendars and circular letters ad lib. for more than a half century.

In a recent interview Mr. Ferris offered the following practical suggestions to his younger commercial brethren:

If I had the pleasure of talking face to face informally with your readers, I should emphasize several "Don'ts." Don't follow any other advertiser's lead. If he uses double columns or broadside pages try some other arrangement of your own. If he is much in evidence in every paper, limit your appearance to every other issue, and change your matter frequently, and your space as well. Try "Item" insertion or "Reading Paragraphs" instead of the broad space. Arrange to have your presentation appear in different parts of your paper instead of always in the same place. If you catch the eye and interest of the housekeeper in one specialty of yours, have you not "struck your fish"?

This means don't do things *As or Because*



TANGLEFOOT

THE SANITARY FLY DESTROYER—Non-Poisonous



Our TANGLEFOOT Handy Package, 5 Double Sheets, sells for 10c. Saves Labor and Expense of Wages

ROYAL BAKING POWDER

Pleases Customers

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory.



Pays Grocers

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock.

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder.

No Alum

No Phosphate

MAKE YOUR STORE HEADQUARTERS FOR "IMPERATOR" COFFEE

in your town. Healthy and nervous people alike can enjoy IMPERATOR COFFEE, a blend of some of the finest coffees grown, carefully selected as to their specific properties, thoroughly matured by age in our warehouses, and freed from impurities by a NATURAL PROCESS, so as to retain its full body and rich aroma.



¶ IMPERATOR COFFEE, therefore, fully deserves its name, meaning RULER in the REALM of COFFEEDOM.

¶ At a gathering of WASHINGTON OFFICIALS in New York, where IMPERATOR COFFEE was served, one of the noted STATESMEN remarked: "I never drank such perfect coffee."

¶ We are looking for the most representative retail concern in each Town, City or Borough of the United States to take the exclusive agency for IMPERATOR COFFEE. Retailers for not less than 35c. per lb. in New York City.

Address all communications to

Manager IMPERATOR COFFEE Department
JABURG BROS. Established 1885 **New York**

others do them. If you haven't anything catching to say, don't say it; and never fall back on exploiting "cut prices." That is a damnable way of doing business. Leave it to the other fellow, if he will, and let him reap his ultimate reward. "They who sow the wind may in due time reap of the whirlwind."

Don't over-do display about your store. Many windows are over-loaded with scores or hundreds of articles. A few, or even one attractive centerpiece, may prove better than a thousand, since large numbers and incongruity confuse the passerby and leave no definite, favorable impression. The biggest brain thinks only one thought at a time, though it may pass like lightning from thought to thought.

Among the large stores on Fifth avenue above Thirty-fourth street is one where the proprietor, since spring opened, has lined the cornice at the head of his first story with flower boxes, carrying a continuous line of graceful, drooping vines across the entire front and down the side of his corner building. Does not every passerby catch this refreshing suggestion and always associate it with that store? Good advertising, that.

Some of the finest stores on Fifth avenue use their expensive show windows for all-night advertising. The sidewalk crowds have more leisure in the evening than through the busy day, and turn their eyes to these bright spots, and many stop to study the details. Is here a suggestion for your own window space for day and night use without a penny's additional cost to yourself for ground rent, and will they thus give you not only most economical but most effective advertising? However much the merchant pays in cash to outsiders to advertise his wares for him, can he afford to miss using to the utmost his own facilities that often at moderate costs win best results? What the possible buyer sees in your window attracts him to your store.

Very likely half the enormous daily cost of spread-eagle prints might as well be thrown into the ocean, so far as any adequate returns to the prodigal advertiser is concerned. The great mass blurs out the single definite impression, and if these are repeated without frequent change they really become as insipid to the daily reader as a "hash of leavings." Hash is not the most popular dish on a good bill of fare, usually.

Don't neglect to develop your own novelties. Run one at a time, and run it as long as the novelty pulls, but stop before the edge is off; then after a vacation spring another high-grade, attractive surprise.

We have got to have prosperous business if we are going to have the power of accumulation to furnish the finances to fight this war.—Frank A. Vanderlip.

SYSTEM AND SALESMANSHIP

Helpful suggestions on organization, advertising and sales factor, for Executives, Store Managers and Clerks

GINGER SALES TALKS

Wholesome Advice and Practical Suggestions for Grocery Salesmen from "One Who Knows"

By WESLEY WILLIAMS

IN these talks tea, coffee and grocery salesmen will find inspiration, encouragement and assistance in doing bigger things, in a better way, for both their employers and themselves.

A CLERKS' QUESTION BOX

I do not know, and possibly never will know, just how many clerks read these "Ginger Sales Talks," but I would like to get in close touch with those who do read them. If you are interested, drop a line to the editor and tell him so. I feel sure he will be glad to hear from you, and I have a sort of an idea that he will let me know about your letters. I want to make this feature of the paper helpful. You know life is a great school and we learn from each other. You know something that I ought to know, I know something that you could learn with profit. Why not let us exchange ideas? Let us have an exchange of thought. Why not a clerks' question box? These queries could be printed with their answers. I believe it would be helpful. Who will send me the first question?

Every customer that comes into a store costs your boss something to bring her there. The overhead expense of a business is just so much, and is usually fixed. This expense must be divided into the sales; and as the customer makes the purchases, it is apparent that the more sales or, rather, greater volume of sales, the less the charge per customer. It is up to you, therefore, to help in reducing the expense by increasing the output.



Empire Hardware Company

Grocers' **STORE FURNISHINGS** Bakers' Butchers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS



85 Warren St.

Between Greenwich Street and West Broadway

New York City

Write for complete Catalogue

Encourage Home Baking

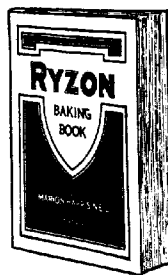
The pleasure, satisfaction and economy derived from successful home baking are emphasized in all advertising of RYZON, The Perfect Baking Powder.

More—the RYZON BAKING BOOK has been produced, at great expense and with infinite care, to insure perfect results to every housewife.

Thus RYZON advertising stimulates interest in home baking; RYZON recipes provide appetizing suggestions for dainty dishes; and RYZON itself gives better results because of its unique and superior qualities.

An increase in home baking naturally follows—and with it come increased sales for the grocer, not only of baking powder, but also of the many other groceries for which the recipes call.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



The Best Asset of a

Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



REG. U. S.
PAT. OFF.

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

KAFFEE HAG

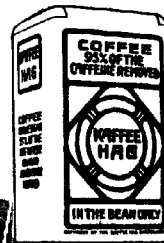
NOT a substitute

but real coffee with
95% of the caffeine
removed.

Prepared at New Brunswick, N. J.

Sold by grocers everywhere.

KAFFEE HAG CORPORATION
225 5th Ave., New York



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

If you think the clerk has no influence in holding trade, go shopping and put yourself in front of the counter. It will be an eye-opening experience for you and should cause you to do some thinking. Lots of customers patronize the store not because of the proprietor, but because of a pleasant, agreeable and accommodating clerk.

Do you study your business? It is worth while. Do you read literature that will help you to know your business better? There are a thousand more aids to-day to help a man along than there were twenty years ago. Read your trade papers. Think over the various aspects of your business. Study the defects in the store in which you are employed. Endeavor to make suggestions that will remedy them. Show your employer that you are using your head as well as your hands. Be ready always to do a little more than is expected of you.

How much attention do you give to the windows? The window is the eye of the store. It should be kept clean; not too many articles placed in it, only enough to attract attention and to concentrate the attention of the passerby so that an impression may be created and retained.

A good, clean, well-dressed window will sell a lot of goods. The memory obtains impressions in two ways: First, by what we see; second, by what we hear. Let the window be of such a character that it will do the work it is intended to do, namely, create a good impression.

How much thought do you give to the things you sell—the source of production, how they are made or grown, etc.? Mighty interesting thing to know more about your merchandise than the buyer does. It helps to make sales. It creates confidence, makes your customer satisfied, and, incidentally, gives you self-confidence. Knowledge

is power. A good salesman should dominate the buyer, but no salesman can dominate a customer unless he knows himself and his goods.

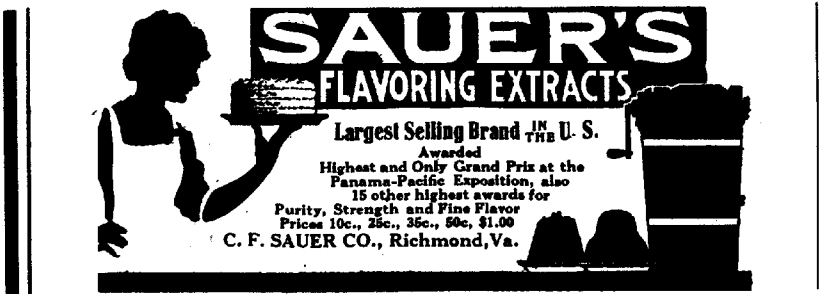
Study your customers; learn their peculiarities. Knowledge of the customer is a big asset. It is quite as important that you have this knowledge of your trade as it is to have a knowledge of merchandise.

ANGRY LETTERS

This at least should be a rule through the letter-writing world—that no angry letter be posted till four-and-twenty hours shall have elapsed since it was written. We all know how absurd is that other rule, of saying the alphabet when you are angry. Trash! Sit down and write your letter; write it with all the venom in your power; spit out your spleen at the fullest; 'twill do you good. You think you have been injured; say all that you can say with your poisoned eloquence, and gratify yourself by reading it while your temper is still hot. Then put it on your desk and, as a matter of course, burn it before breakfast the following morning. Believe me that you will then have a double gratification.—*Anthony Trollope.*

HOW ONE CHAIN-STORE MAN DID IT

Miniature battleships proved to be a decided factor in making a success of a special sales day for the C. D. Kenny Company's Newport News, Va., store. For window display the manager set up a cleverly-made reproduction of a passenger liner in a sea of coffee, folds of tea lead laid alongside the hull of the vessel representing waves and the wash from the ship. Customers with children received a miniature battleship souvenir, and the manager reports that "the children were crazy to get them, and we did a large business."



SAUER'S
FLAVORING EXTRACTS

Largest Selling Brand ^{IN} THE U. S.

Awarded
Highest and Only Grand Prix at the
Panama-Pacific Exposition, also
15 other highest awards for
Purity, Strength and Fine Flavor
Prices 10c., 25c., 35c., 50c., \$1.00

C. F. SAUER CO., Richmond, Va.

UNIVERSAL

All Universal Coffee Mills and Meat Choppers are now sold under the Universal trade mark and backed by the world wide reputation of Landers, Frary & Clark.

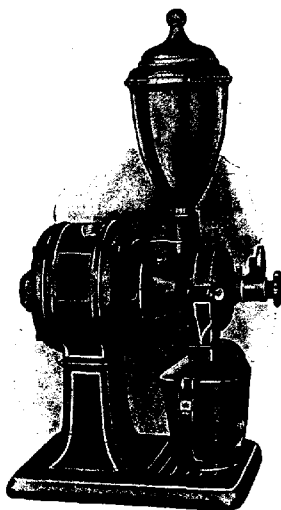
Two valuable points not included in other makes may be had in every model of Universal Electric Coffee Mills.

A simple granulation indicator enables a regulation of the grind to just the amount of fineness required by the particular customer.

Should any obstruction fall into the hopper while in use no injury will result to the motor but it may easily be set going again at a moment's notice and without the aid of tools.

SOLD ONLY THRU THE JOBBER

LANDERS, FRARY & CLARK
New Britain, Conn.



No. E 972
COUNTER TYPE DIRECT DRIVE
Height, 29 1/4 in. Hopper holds 2 lbs.

Do You Deny This?

The successful buyer never confines himself to one seller's quotations, no matter how much he trusts him. In order to confirm his own opinion that he is buying right, he gets other people's quotations whenever he can.

Get ours on Coffees; see if we really sell cheaper than houses selling through salesmen, as we say we do. Send us samples and ask us to match them, then submit our samples to the man who sells you now, if you're still in doubt.

It stands to reason you can buy COFFEES cheaper when no salesman's salaries need to be added to the price.

DURYEE & BARWISE Roasters and Packers Teas and Coffees
533 Greenwich Street, New York
ESTABLISHED 1897



The House Behind The Goods
Bee Brand Spices
Bee Brand Extracts
Banquet Brand Tea
MCCORMICK & CO., Inc.
BALTIMORE, MD.

Sunshine
Biscuits

include every
known variety
of Biscuits

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Help Wanted

WANTED—Spice grinder, sober, industrious young man wanted by a Texas house. Must thoroughly understand grinding all grades of spices and assist in coffee plant. State age, salary wanted and firms connected with; length of time with each firm, salary received and reason for making change. Address Box 393, care of *THE TEA AND COFFEE TRADE JOURNAL*.

WANTED—Salesman for tea. None without previous good record and without fullest particulars need apply. Address Box 394, care of *THE TEA AND COFFEE TRADE JOURNAL*.

WANTED—A man who is capable of taking charge of the coffee-roasting department of a large wholesale grocery company in the Middle West. Give full particulars, such as experience, salary wanted, etc. Address Box 396 care of *THE TEA AND COFFEE TRADE JOURNAL*.

WANTED—Sales manager, wholesale coffees, teas, spices. We need and have splendid opening for a man who can take charge of selling end and increase volume of business. Elia Manufacturing Company, Bloomington, Ill.

Situation Wanted

WANTED—Thoroughly experienced coffee buyer and sales manager desires to connect with growing coffee house. Fifteen years' experience as buyer, broker and salesman. Am progressive; good business getter and builder. Now located in large city but desire change.

Best references and bond. Very reasonable salary in year in order to demonstrate ability. Address Box 395 care of *THE TEA AND COFFEE TRADE JOURNAL*.

Miscellaneous

FOR SALE—Monitor 2-bag gas coffee roaster. Complete plant; like new. Burns half-bag gas coffee roaster, cooler and stoner. One 3 and one 5-cylinder Burns sample roaster with coolers. Address W. S., Box 397 care of *THE TEA AND COFFEE TRADE JOURNAL*.

WANTED—Second-hand Duplex automatic weighing machine in good condition. Give price and full particulars. Address Box 399, care of *THE TEA AND COFFEE TRADE JOURNAL*.

WANTED—Complete, or parts peanut butter manufacturing equipment, any good make. Must be in good condition. Also want prepared mustard equipment. Give full information, make and lowest prices. Address R. L., Box 401, care of *THE TEA AND COFFEE TRADE JOURNAL*.

FOR SALE—\$3,500 will buy one of the best coffee stores in St. Joseph, Mo.; premiums advanced to several hundred customers. Cash business; gross profit over 100 per cent. Reason for selling other interests. Address Box 402, care of *THE TEA AND COFFEE TRADE JOURNAL*.

FOR SALE—An outfit of coffee machinery, comprised of different classes and different sizes of machine. I sell this lot at a very reasonable price. Address Box 400, care of *THE TEA AND COFFEE TRADE JOURNAL*.

FREE!

FREE!

SKINNER'S
NATIONAL GROCERY NEWS

Every wholesale grocer, every retail grocer and every wholesaler or retail grocer's salesman or, in fact, anyone at all interested in the grocery business, should read this great grocery publication regularly.

Special July issue gives the inside facts as to just how I started with a small amount of capital and built a great national business within the short period of six years. It also gives the details, how the running of this advertisement in



more than 5,000 country weeklies, 350 daily newspapers and the leading national women's publications is today increasing the profits of every retail and wholesale grocer in the United States.

The July issue gives the story of Macaroni in detail; shows why genuine macaroni can be made only from Durum wheat; tells why Macaroni not made from Durum wheat is not genuine; contains my personal guarantee that Skinner's Macaroni is made from the highest possible quality of Durum wheat.

If you wish to know more about your business and more about the Skinner national advertised line of Macaroni products simply write your name and address plainly on a postal card, stating your business or firm and address me personally. **PAUL F. SKINNER, PRESIDENT, SKINNER MANUFACTURING COMPANY, OMAHA, U. S. A.**

When Writing Advertisers, Kindly Mention *THE TEA AND COFFEE TRADE JOURNAL*

FOR SALE SCALES & MEAT CUTTERS

On account of closing a number of stores in a central state's city, we have for sale about **30 Detroit Automatic Computing Scales**; 30 pound capacity, good shape, ready to use.

30 American Meat Cutting and Slicing Machines—the acknowledged standard cutter; instantly adjustable for slicing anything **any** thickness.

*All of these will be sold CHEAP.
Write for complete details.
NOW—these won't last long.*

The Jones Company, Inc.
631 W. Market St. LOUISVILLE, K

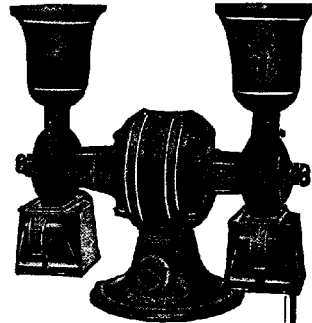
S.A. SCHONBRUNN & CO.
83 Front Street, New York

Importers and Roasters of Coffee
DISTRIBUTORS COFFEE OF QUALITY

Samples and prices that will bear competition, furnished request.

—Sell Your Customer Satisfaction

You carry a good grade of coffees. You've made special efforts to please certain customers, and just when you've discovered a blend they like, they complain that it's not as good as the last lot they bought. Did it ever occur to you that it may be the fault of your coffee mill?



No. 0852 1/2 Grinding and Pulverizing Mill. Fitted with 1/2 and 3/4 h.p. For direct or alternating current. Grinders connected direct with shaft of motor thus eliminating gears.

“ENTERPRISE” Hand or Power Coffee Mills

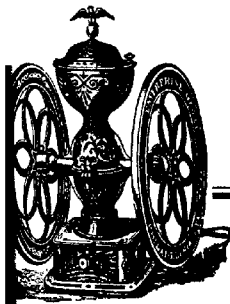
with their specially hardened grinders (our own process) invariably grind the coffee beans in the same uniform way.

Their attractive appearance and artistic finish gives the store a progressive air that attracts transient trade and makes them regular customers.

Their accessibility for cleaning and the standardization of parts, are other good features about “Enterprise” Mills.

Send for illustrated catalog, it will show you among others, the style best suited for your store.

No. 9. Grinding and Pulverizing Mill. Seventy-five turns by hand will grind a pound of coffee as fine as required. Height, 24 inches. Weight, 107 lbs.



The Enterprise Mfg. Co. of Pa.

Patented Specialties
Philadelphia, U. S. A.

29 Murray Street
New York

530 Golden Gate Ave.
San Francisco

PRICES CURRENT

Wholesale and Retail

As of July 3, 1917

Prices to Wholesalers

GREEN COFFEE (250 Bags or Over)		
Brazil Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7.....	9½	9½
" 6.....	9½	9½
" 5.....	10	10
" 4.....	10½	10½
" 3.....	10½	10½
" 2.....	10½	10½
Rio 7.....	9½	
" 6.....	9½	
" 5.....	10	
" 4.....	10½	(No Rio Cup
" 3.....	10½	Selections)
" 2.....	10½	

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)		
Central America—		
Maracaibo—		
Truxillo.....	10½@10½	
Bocono.....	10½@11½	
Tovar.....	10½@11½	
Merida.....	11½@11½	
do washed.....	11½@12½	
Fair to Good.....	11 @11½	
Prime to Choice.....	12½@13½	
Cucuta—		
Ordinary.....	10½@10½	
Fair to good.....	11 @11½	
Prime to Choice.....	12 @13	
do washed.....	11½@14	
Laguayra—		
Caracas.....	10½@10½	
do washed.....	11½@12½	
Porto Cabello.....	10 @10½	
do washed.....	11 @11½	
Colombian—		
Ocana.....	10½@11½	
Bucaramanga.....	11½@13½	
do washed.....	12 @13½	
Tolima.....	11½@12½	
Bogotas-Washed.....	10 @13½	
Medelin.....	10 @15½	
Manizales.....	10 @13½	
Cauca.....	11 @12½	
Mexican—		
Cordoba.....	9½@10	
do washed.....	11 @12	
Coatepec.....	10½@11	
do washed.....	11½@12½	
Oaxaca.....	10½@11	
do washed.....	11½@12½	
† Nominal because of small arrivals.		
‡ Common to fancy.		

TEAS.

CHINA AND JAPAN—LINE PRICES
(75 or More Packages of One Number)

Formosa—Cont.		
Common.....	21 @22	
Fair.....	22½@23	
Good.....	23½@24	
Superior.....	24½@25	
Fine.....	25 @26	
Formosa—		
Fair.....	23 @	
Good.....	24 @25	
Superior.....	25 @26	
Fine.....	26 @27	
China.....	55 @50	
Choke.....	70 @75	
COUNTRY GREEN		
Gunpowder.....	45 @40	
Extra.....	42 @43	
Firsts.....	40 @	
Seconds.....	38 @	
Imperial.....	36 @	
Firsts.....	28 @28	
Seconds.....	26 @26	
Thirds.....	24 @	
Young Hyson.....	56 @..	
Extra.....	56 @..	

Young Hyson—Cont.

Firsts.....	@..
Seconds.....	@..
Thirds.....	@..
Hyson—	@..
Seconds.....	@..
Thirds.....	@..

PINGSUKEY

Gunpowder.....	37 @38
Pinheads.....	35 @36
Extra Firsts.....	35 @36
Firsts.....	32 @33
Seconds.....	30 @31
Thirds.....	25 @26

INDIA AND CEYLON—LINE PRICES.

Pekoe Souehong.....	40 @..
Pekoe.....	40 @..
Orange Pekoe.....	42 @43
Ceylon—	@..
Pekoe Souehong.....	45 @..
Pekoe.....	45 @..

Imperial—

Firsts.....	34 @35
Seconds.....	32 @33
Thirds.....	29 @30

Japan—

Basket fired.....	20 @40
Pan fired.....	21 @35

Congou—

Common.....	24 @25
Good.....	25½@26
Superior.....	29½@29
Fine to finest.....	34 @36
Choice to choicest.....	45 @50

Ceylon—Cont.

Orange Pekoe.....	46 @..
B. O. Pekoe.....	46 @..
Darjeeling.....	@..
Fancy Orange.....	45 @75

SPICES—FIRST HAND PRICES.

Cassia—		
Singapore.....	24½@25	Saigon, rolls.....41½@48
Acheen A.....	24½@25	China, rolls.....12½@12½
Acheen B.....	@	do seal, bk.....10½@11
Acheen C.....	@	Kwangsi.....15 @16
Lampung.....	25 @25½	Batavia, Ext.....20 @21
White—		do short stick.....17 @17½
Singapore.....	25½@25½	Cinnamon—
Penang.....	25½@25½	Ceylon.....@
Siam.....	25½@25½	Ginger—
Heavy.....	25 @25½	Japan.....9½@10
Alleppey.....	26 @26½	Cochin—ABC.....15 @16
Tellicherry.....	26 @26½	do D.....15 @15
Cloves—		
Zanzibar.....	28 @..	Lemon.....15 @16
Amboyna.....	28 @29	African.....13 @13½
Penang.....	36 @37	Jamaica, g.g.....17 @21½
Pinento.....	6½@6½	Nutmegs—
Red Peppers.....	26 @27	75s to 80s.....20 @30
Mombassa.....	12 @12½	105s to 110s.....24½@25
Japan.....	12 @12½	Mace.....51 @56

CHICORY—FIRST HAND PRICES.

Domestic, granulated, coarse or medium, in bags.....	15 @20
In barrels.....	16 @20
Best English, in barrels.....	8 @
Domestic yellow roll.....	8 @

COCOA—FIRST HAND PRICES.

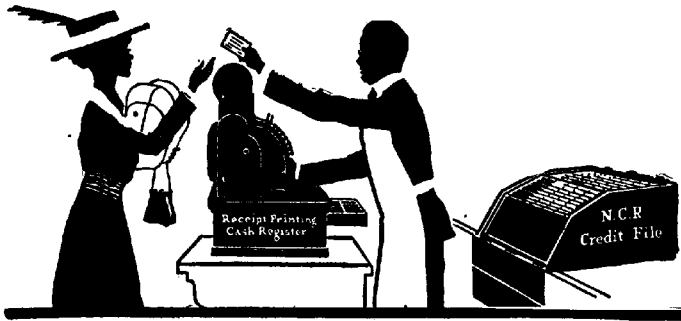
Accra.....	10½@11½	Grenada.....12 @12½
African.....	11½@13	Hayti.....10½@10½
Bahia.....	11½@12½	Jamaica.....10½@12
Caracas.....	12½@12½	Maracaibo.....@
Guayaquil.....	12½@12½	Para.....@12½
Arriba.....	12 @12½	Sanchez.....11 @11½
Machula.....	12 @12½	St. Vincent.....@
Caracas.....	12 @12½	Savanna.....@
Cuban.....	11½@12	Surinam.....12 @12½
Dominica.....	11½@12½	Trinidad.....12 @12½

Prices to Retailers

COFFEE (BAG LOTS—130 POUNDS.)		
Kind of Coffee.	Green	Roasted.
	From To	From To
Santos.....	10 14½	12½ 17½
Rio Peaberry.....	11½ 14	15½ 17½
Rio.....	9½ 12½	12 15½
Maracaibo.....	12 18	16 22
Caracas.....	12 17	16½ 22
Bucaramanga.....	13½ 18	16½ 22
Bogotas.....	13½ 19	17½ 23½
Mexican.....	12½ 19	18 23½
Costa Rica.....	13½ 17	18½ 21
Guatemala.....	13 17½	18 21½
Jamaica.....	12 13½	15 16½
Padang.....	27 33	32½ 40½
Mocha.....	20½ 26	25 30½
Abyssinian.....	19 23	23½ 28
Java.....	28 32	31½ 40
Porto Rico.....	14 18½	17 23½

TEAS.

(SINGLE PACKAGE LOTS.)		
	From	To
Formosa.....	24	26
Formosa.....	24	26
Congou.....	24	26
Japan P. F.....	22	24
B. F.....	26	28
India.....	50	55
Ceylon.....	50	55
Gunpowder.....	28	40
Young Hyson.....	28	40



Up-to-date System for Retail Stores

Electrically Operated National Cash Register

Greatest labor-saving machine for retail merchants.

- does 15 things in three seconds.
- does quickly what clerks can't do.
- tells which clerk sells the most goods.
- advertises your goods direct to your customers.

The New N. C. R. Credit File

Cuts out all bookkeeping of customers' accounts.

No customers' ledger, blotter or daybook.

Every customer's account balanced to the minute.

Complete record with one writing.

Saves time and work for clerks.

Customers like it; it saves their time.

War or no war, prosperity is increasing. Hence don't delay.

Order now and get the profits which our system will make for you.

It more than pays for itself out of the money it saves. Sold on small monthly payments.

Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.



Adapted to retail stores of all kinds, from the smallest to the largest

To Dept. 118,
National Cash Register Co., Dayton, Ohio

Please send me full particulars of
your latest model cash register
and the new N. C. R. credit file.

Name _____

Business _____

Address _____

Get the benefit of these prosperous times

Cut out this coupon and mail it today.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

No advance **yet** in the price of
G. WASHINGTON'S REFINED COFFEE

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 54 cents and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20 cents per pound, you must sell about three pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee.



**GREGG'S
 DINING-CAR SPECIAL**

1/2 Case—30 One lb. Tins, 32c. lb.
 Full "—60 " " " 31c. lb.

"The Coffee that's Best by Test"

C. D. GREGG TEA & COFFEE CO.
 76 FRONT ST., NEW YORK, N. Y.

REEVE & VAN RIPER
 WAREHOUSEMEN

COFFEE Milling, Cleaning, Hulling,
 Separating and Picking

Packers of Teas in all styles. Lead
 packages a specialty
 Storage and Weighing

46-48-49 WATER ST., NEW YORK



'Tis Time to Begin
 with Colonial Inn



DENISON & CO.,
 Importers and Roasters
 Chicago

Write for Premium Catalogue



Eureka Coffee Co., Buffalo, N. Y.

**Talks With Grocers
 On Package Coffees**

No. 6—Why Package Coffees are Repeaters.

"Because they are repeaters—that's why it will pay you to handle trade-marked package coffees. Persistent advertising to the consumer, coupled with good value makes them repeaters.

"Well known package coffees are repeaters because of their high and uniform quality. They are the result of careful blending, roasting and grinding by experts; men whose reputations stand back of every package sold over your counter.

"One good way to meet chain store competition is to push lines that mean quick turn-over. This is what the chain store people do. It's volume of sales that count with them.

"Isn't it better to push advertised package coffees that assure repeat sales and quick turn over in preference to slow-moving unknown brands and bulk goods? By featuring established coffee brands you will increase your volume of sales and make more money on your coffee department.

This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this space. These brands are all established successes and they'll help you build a permanent coffee trade."



WM. S. SCULL CO., Camden, N. J.

EVERYBODY LIKES SUMORE



EVERYBODY WANTS SUMOR



See half page ad in this issue for special agency proposition

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

American Sugar Refining Company

OUR SAVE THE FRUIT CROP CAMPAIGN

in national magazines and principal newspapers is urging millions of people to stop the frightful waste of fruit by using more canned and preserved fruits. This will bring new customers into your store for Domino Granulated, the best sugar for canning and preserving.

American Sugar Refining Company

The Most Complete Line of Sugar in the World



Knox Sparkling Gelatine

is **unflavored**, so when a woman buys it she also buys something to use with it and that means **extra profits for YOU!**

It will pay you to push the sale of **Knox Sparkling Gelatine** because it pays you a splendid profit at the retail price of 20 cents per package, and it will also pay you to remember each time you sell it you have a chance to sell *other articles along with it.*

"Make Knox Your Gelatine Leader"

NEW WINDOW DISPLAY MATTER SENT FREE UPON REQUEST

Charles B. Knox Gelatine Company, Inc. - Johnstown, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



Franklin Package Sugars Pay You A Profit



These "ready-to-sell" packages save you the labor and time required to put sugar in bags, save you the cost of the bags and twine and loss by overweight.

You can supply the sugar wants of all your customers with Franklin Package Sugars because they include all varieties. Every package is guaranteed full weight. Franklin Granulated sugar is sold in 2 and 5 lb. cartons and 2, 5, 10 and 25 lb. cotton bags.

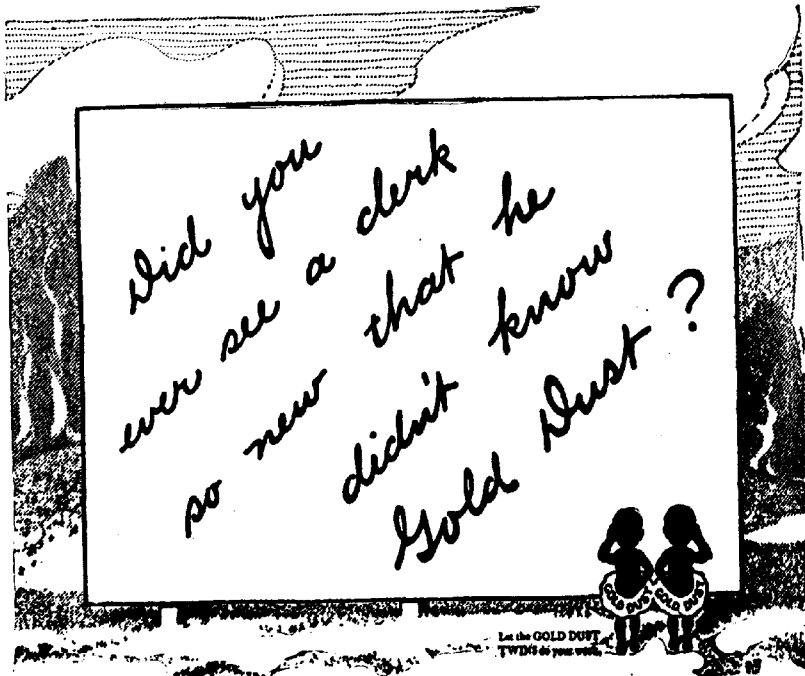
"A Franklin Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Old Fashioned Brown



The Franklin Sugar Refining Company

PHILADELPHIA



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Warner's

EXTRA FINE GRANULATED SUGAR

Satisfactory sugar makes and keeps satisfied customers. That means sugar perfect in sweetening power, even in texture, of sparkling pure white crystals, and free from dirt.

That means sugar from the Warner Refinery, because only pure cane is used and our modern refinery insures a perfect product, refined and packed under conditions of absolute cleanliness and up-to-the-minute efficiency.

This applies with equal force to all kinds of Warner Sugar—extra granulated in convenient, attractive 2 lb. and 5 lb. cartons, dainty cubes for coffee and tea or any of our 27 kinds in bags, barrels or boxes.

WARNER SUGAR REFINING CO.
79 Wall Street, New York



Coffee Sermonettes

No. 3—Buying Green Coffee

TEXT: There isn't any such thing as being your own boss in this world unless you're a tramp, and then there's the constable.
—Old Gorgon Graham.

¶ Of late years, owing to the increasing number of modest-priced small coffee roasting machines on the market, a number of dealers have taken to roasting their own coffees, and not a few have been attracted to this trade because it looks so easy to do their "own roasting."

¶ Well, it does look easy when you consider only the roasting machine, but you'll soon find out that the buying of the green coffee cuts quite a figure in the equation.

¶ Not that this phase of the question need discourage you. It, too, is simple enough for those who "know how." Only you don't want to run away with the idea that just because you are your own roaster, you are your own boss in everything else—buying green coffee for instance.

¶ Don't try to do too much at once. Master the roasting business first. Entrust the buying of your green coffee to a responsible concern in some important trade center.

¶ As we bring in many coffees under our own mark we can render you signal service here in the New York market. When you buy from us you'll get just the coffee you ask for. And we can help you out with valuable suggestions as to green coffee blends and give you some expert roasting advice.

**Harisco Standardized
Green Coffee**

"Old Dutch Mills"

Successors to

William B. Harris Company

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street

New York

(Copyright)

Advertising Facts That Every Business Man Should Know

Whether His Interest In Advertising is Active or Passive

"Mahin's Book is the most valuable ever published on the subject. He has rendered the business men of America a conspicuous service in writing such a book."—W. L. Butler, Director of the Head Business College, San Francisco, Cal.



JOHN LEE MAHIN

"It gets down to the real business of doing advertising and gives facts, figures, formulas, methods. I think it is the best book of its kind that I have ever seen."—George French, Author of many well-known business books.

ADVERTISING Selling the Consumer

Some of the Chapter
Headings

How Markets Benefit Both Consumer and Producer—Advertising is Selling the Group—Advertising Mediums—The Tools of Advertising—Building and Testing an Advertisement—What the Manufacturer Owes the Consumer—Application of the Five Fundamental Tests—Advertising and Selling Through the Ordinary Channels of Trade—How the Middleman Serves the Consumer—Retail Advertising Making Good—Price Maintenance—Cooperation Between Salesman and Advertising—Advertising Opportunities—The Advertising Manager—The Advertising Solicitor—Mail Order Advertising—Trademarks—Prestige Building Advertising—Can the Commercial Value of Good-will be accurately appraised?—The Advertising Agency.

From printer's apprentice to newspaper publisher—from advertising solicitor to director of national advertising campaigns—this in brief is the career of John Lee Mahin. In practical advertising he is one of the few men accredited with the knowledge of when, how, and where to use space in newspapers, magazines, street cars, posters and other mediums.

Offers to Tell You What He Knows About Advertising

The knowledge acquired from his broad experience in the advertising field he has put into two books which he offers to American business men in the belief that they will be of real dollars and cents value to everyone who manufactures or sells merchandise. In "Advertising—Selling the Consumer" he reveals not only the basic principles of successful merchandising, but the actual plans, campaign methods and copy that have proved successful for many different kinds of commodities. One of the most aggressive and successful officials of a great industrial enterprise after himself reading ADVERTISING SELLING THE CONSUMER bought 50 copies to present to his district sales managers.

In the other book he has packed all that most of more or less technical advertising information which every business man should always have at his finger tips.

If you are a writer of advertising—a manufacturer—a merchant, in fact if you have any direct or indirect interest in advertising—you will probably find these books worth to you in actual money value, many times their price.

MAHIN'S Advertising Book

Partial List of Contents

Magazine, Newspaper and Bill-Posting Rates—Automobiles by States—Dealers by Lines and States—Engraving Data—Family Incomes and Expenditures—Wages—Paper Sizes—Weights and Qualities—Painted Sign Data—Parcel Post Data—Population by Occupation, Religion, Age, Color and Nativity—Postage Rates and Rules—Poster Data—Proof Readers' Marks—Street Car Data—Type Faces—Trade Marks, Copyrights, etc.—Wealth, Production, and Distribution in the United States for 1916—Words to Square Inch of Different Body Types, etc., etc.

260 pages. Legibly printed on high quality Bible Paper stock, bound in black leather, gold stamped. Vest Pocket size, 5-1/2 inches by 2-7/8. \$2.00

SEND NO MONEY—Just the Coupon

Learn for yourself what these two books have to offer you. Just tear out the attached coupon and mail with your business letterhead. The books will be sent you prepaid for five days' examination. At the end of that time if you wish to keep the books, mail us \$4.00. If not, simply return them and you owe us nothing. But examine them anyway. Mail the coupon now.

JOHN LEE MAHIN
No. 4 East 39th St.
New York City

TEAR THIS OUT AND MAIL

John Lee Mahin
No. 4 East 39th St., New York City

Please send me "Advertising—Selling the Consumer" and "Mahin's Advertising Data Book" for five days' free examination. At the end of that time I will either mail you \$4.00 or return the books.

Name _____

Address _____

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



PREMIUMS AND NOVELTIES

THE VALUE OF PREMIUMS

A Brief Survey of the Factors that Every Premium User Should Consider in Building Up His Business

By H. C. GROTE

The Western Tea & Spice Company, St. Louis

THE advertising value of premiums depends on the size of the premium and the value one is able to give. Much also depends on the dealer. If the salesman can interest and enthruse him, he will display the goods and talk them up to customers. If the dealer is not interested, you may expect slow sales, or downright failure, unless the premium should be of such good value that it practically sells itself. Needless to say it is the latter kind that we are all looking for.

There are many things which make premium goods popular: (a) The premium itself has to be useful, necessary and attractive; (b) the premium must meet the salesman's approval in order that he will talk it up to his customers in a way to enthruse them; (c) the dealer has to be interested to the extent that he will display the goods and recommend them. Six out of ten dealers, as we look at it, will take hold of a premium proposition provided it appeals to them.

The value of the premium plan is not so much that it is extra profitable, but that the premiums frequently promote sales and put life, activity and zinger in the business. There is the desire in most people to want something for nothing. This is evidenced by the growth of the tea and coffee stores, whose business is done exclusively through premium plan.

Our experience is that 80 per cent of the dealers will handle premium goods if put out by a responsible firm—always taking it for granted that the merchandise with which the premiums are given is of a character which the dealer can recommend and which will give his customers satisfaction.

The best premiums are such as come in sets: the purchase of one piece leads to the buying of

additional pieces in order that the customer can eventually get a complete set. When the premiums are all alike, the customer is frequently satisfied after she has purchased one package and has received one premium. She doesn't have use for more than one. Variety is needed to pull trade.

PREMIUM ADVERTISERS MEET

Proceedings of the National Association Annual Meeting, Held June 22 at New York

AT the annual meeting of the National Premium Advertising Association, held June 22, 1917, at the Hotel Astor, New York, the 150 delegates attending from all parts of the country adopted a formal resolution setting forth that advertising, being the greatest aid in the promotion, building and retention of trade, should be fostered and augmented, and that because 90 per cent of the expenditures for the necessities of life were made by women the association should endorse the organization of women's thrift clubs throughout the United States.

Among the most interesting speeches made was one by V. C. Brown, of the Sperry & Hutchinson Company, who said the premium industry, as constituted to-day, represented an annual expenditure by the public of more than \$100,000,000 annually. There was a general discussion of the premium situation by Harry B. Haines, secretary-treasurer of the association; Prof. C. S. Duncan, of the University of Chicago; John W. Hahn, of the National Trade Association, and G. C. Harrison, of the Harrison Jewelry Company, Attleboro, Mass.

V. C. Brown was re-elected to the presidency, and H. B. Haines to the office of secretary-treasurer. The following were chosen as directors: W. G. Hamilton, G. B. Caldwell, B. A. Eldred, V. C. Brown, all of New York; H. B. Haines, Paterson, N. J.; Milton Herold, Philadelphia, and Colonel Lesum, St. Louis.

THE PREMIUM USERS

Business-Getting Schemes Evolved by Live Tea, Coffee and Grocery Merchants

HERE are some of the latest ginger ideas followed by tea, coffee and grocery merchants who find that premiums "help sell the goods."

PREMIUMS FOR NEW CUSTOMERS

The Crescent Coffee Mills, Inc., 523 Lafayette street, New Orleans, La., prints on its premium coupons the following statement: "If after using this package of coffee you are pleased with it and will then induce a neighbor, who has never tried it, to buy a package and send us the name of that neighbor and a 2-cent stamp, to pay postage, we will send you one dozen nice Japanese napkins free." Also on the coupons is the list of premiums to be had, they ranging from a school bag to a lady's hunting case watch.

ADVANCE AND DEFERRED PREMIUMS

The Norwine Coffee Company, St. Louis, importer, jobber and roaster of coffee, uses both the advance and the deferred premium plan, and finds that both have merits to fit their particular cases. Under the advance plan the company sells a grocer certain of its premiumized goods on a close margin and also the premiums for his trade at a nominal price above cost. By the other plan the grocer is supplied with coupons to exchange for premiums and is also assisted by the Norwine Company's consumer advertising.

TEA RETAILER FEATURES SETS

The Westen Tea & Spice Company, of St. Louis, Mo., finds that the best premiums are those that come in sets, and is now featuring china, glass, enamel and aluminum ware in sets of 32, 45, 60 and 100 pieces. The company is now experimenting with brown and white glazed cooking ware to feel out the demand.

REILLY-TAYLOR COMPANY'S PLAN

The Reilly-Taylor Company, New Orleans, wholesaler of coffees, teas, spices and extracts, has a well-illustrated and easily handled catalogue showing a large variety of premiums. The company uses two colors for its coupons to designate different values—golden rod, which represents full value, and green, half value. In addition to the regular coupons consumers find special silverware or dinner set certificates in the same packages. Prominent among the large va-

riety of premiums offered are children's toys and books, school bags, pencils, etc., kitchen utensils, sewing materials, smokers' sets, jewelry and jewel cases, gloves, mittens, men's furnishings, footballs, pocket knives, lace curtains, umbrellas, watches, dinner sets, comb and brush sets, toilet requisites and perfumery, silverware, percolators, safety razors, Japanese hand-painted cups and saucers and high-grade chocolate candy in boxes.

PREMIUMS FOR CASH PATRONAGE

The Great Western Tea Company, 2388 Mission street, San Francisco, Cal., gives premiums to induce continued cash patronage and thereby eliminate losses due to bad debts and the doing away of wages of bill collectors. The company's line of premiumized goods includes tea, coffee, chicory, chocolate, cocoa, baking powder, spices, flavoring extracts and numerous groceries, while the premiums include percolators, glassware, electric irons, enamel ware, cooking utensils, coffee mills, hand-painted cups and saucers and carpet sweepers.

TEA RETAILER FEATURES ENAMEL WARE

The American Enterprise Tea Company, New Bedford, Mass., uses a great deal of enamel ware in addition to its exceptionally large variety of premiums. Many grades of tea sets are given with orders ranging from 2 to 60 pounds of tea while hundreds of watches have been given to boys and girls on orders ranging from 20 to 12 pounds. Other premiums are toilet sets, dinner sets, rugs, vases, hall, hanging and banquet lamps, bicycles, tricycles and velocipedes, air rifles, sleds, ice skates, rings, baseball outfits, bed quilt blankets, comforters, towels, table cloths, portieres, couch covers and all kinds of crockery, glassware and other household goods.

GROCER-GOVERNOR AIDS PREMIUMS

By neglecting to sign the anti-trading stamp and coupon bill which had been passed by the California Legislature, Governor Stephens upsets the plans of the California Retail Grocers' Association, which had been fighting for six months to have premium specialties excluded from the State. The following statement recently appeared in the official organ of the association, which is edited by Secretary Connolly:

"We had a right to expect that Governor William D. Stephens, at one time a salesman for Los Angeles wholesale grocery house and later retail grocer in that city for several years, would strain a point if necessary to give the merchant

TEA AND COFFEE POST CARDS

New Edition—Just off the Press

Two Series of Beautiful
Three - Color Pictures

SHOWING

**Set No. 1—Tea Culture and Manu-
facture Around the World.**

**Set No. 2—Coffee Culture and Prep-
aration Around the World.**

Scenes in every tea and coffee country;
many reproduced from original photographs
taken by the Editor. With descriptive text
written by WILLIAM H. UKERS, Editor of
THE TEA AND COFFEE TRADE JOUR-
NAL.

25 Colored Cards in Each Set

25 Tea Cards in Set No. 1 25 Coffee Cards in Set No.

No printing on the picture side, but ample space re-
served for advertising under the descriptive text on
the cards and on the cartons. Each set is packed
in a neat mailing carton.



A TAMIL TEA PLUCKER—CEYLON
Card No. 3 in the Series "Tea Culture Around the World"

AN EDUCATIONAL PREMIUM

These cards can be used as an

Advertising Novelty

or as a PREMIUM with, or without coupons.

Parents and teachers will approve and en-
courage the children to collect them as they
tell the Complete Tea and Coffee
Story.

Quantity Price List on Request
NO FREE SAMPLES

Sample Sets, 25 Cents Each
Order by number



COFFEE IN JAVA

Card No. 11 in the Series "Coffee Culture Around the World"

THE AJAX PUBLISHING CO., 85 Wall St., New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

of California the relief sought through the Chandler bill. Governor Stephens is a sad disappointment to the merchants of the State; they had expected more of him."

TESTING KANSAS' ANTI-PREMIUM LAW

A test case of the anti-trading stamp law of Kansas has been started at Topeka by the arrest of L. F. Wilson, local manager of the Sperry & Hutchinson Company, charged with violating the law specified. It is hoped that the case can be carried through to a final decision in the Supreme Court before the adjournment of the July court.

Let us get into the heart of the American people the spirit that it will be a crime for any man to make more money out of this war than he makes in normal profits.—Josephus Daniels.



SUGAR AND CREAM
Retail value \$1. Medium weight crystal blank. All cut, highly polished pattern. Natural star bottom. Cracker jack premium! 60 pairs to bbl. Low factory prices will please you.
THE CONDON GLASS CO.
574 Oakwood Ave., Toledo, O.



This Aluminum Safety Kettle is Made in Six and Eight Quart Sizes

WEST BEND ALUMINUM CO.
Manufacturers of High Grade
ALUMINUM COOKING UTENSILS
West Bend WISCONSIN
Write us for Catalog

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Steinfeld MARK FOOD CHOPPER

Is entirely different from all other Food Cutting machines on the market. It introduces improved features which make it

THE MOST ATTRACTIVE PREMIUM IN EXISTENCE FOR THE HOUSEWIFE

The most important improvement is its Simple Construction.



No Knives to Clean
No Knives to Sharpen
No Knives to Lose
It Consists of Two Simple Parts

It sharpens itself and is regulated to chop all kinds of food either Coarse, Medium or Fine by the simple adjustment of a small thumb-screw. Easily cleaned, therefore Absolutely Sanitary.

It is Extensively Advertised and sold at restricted prices. It is a Desirable Premium, as it has a known market value.

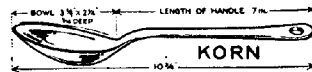
A NECESSITY FOR MODERN KITCHEN ECONOMY

Let us send you particulars and prices.

STEINFELD BROTHERS, 116-120 West 22nd St. New York

Good Merchandising

Is selling QUICK at a PROFIT,
DON'T ask price—ORDER.
Half Dozen to a Gross.
If not SATISFACTORY—return.



25c Item

If your Jobber cannot furnish—order direct.
GOOD for PREMIUM or SPECIAL Sale.

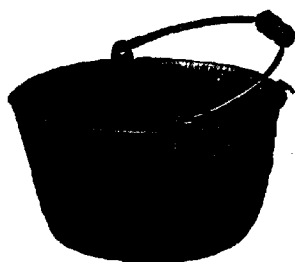
The
BUCKEYE ALUMINUM CO.
Manufacturers of "REAL SOLID"
Aluminum Cooking Utensils.
WOOSTER, OHIO

AS A PREMIUM



GRAY

ENAMEL



PRESERVING

KETTLES

NEW ENGLAND ENAMELING COMPANY

200 FIFTH AVENUE

NEW YORK CITY

Ten Cents a Week and 15 Minutes a Day—

devoted to careful reading of The Magazine of Wall Street will protect you from serious investment mistakes. With this small investment of time and money you can learn how to invest successfully.

IF YOU WANT TO KNOW WHAT WILL HAPPEN TO SECURITIES AFTER THE WAR, READ WHAT IS HAPPENING NOW

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I accept your special offer. Please send me 5 numbers of "The Magazine of Wall Street," for which I enclose \$1.00.

Name.....
Street.....
City.....
State.....

(Please write name and address very plainly.)



Want some real COMFORT

We have lots of it stored away for you in OLD HICKORY Chairs and Rockers.

OLD HICKORY FURNITURE is Durable, Beautiful and reasonable in price in addition to being comfortable.

Send for catalog and prices.

OLD HICKORY CHAIR CO.

Department B

Martinsville

INDIANA

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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Suitable Seals FOR BAGS

They are the right shape to
cover the cracks
They are easier to stick and
They Stay Stuck

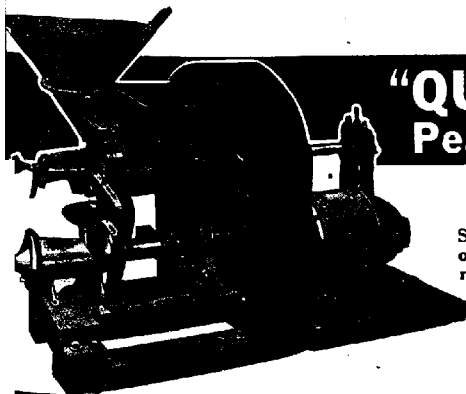
Made in tone colors to harmonize with the
color of your package

We make the old Blue and Red Scalloped kind too-- but we do not recommend
them for Coffee Bags

Thomas M Royal & Co COLOR PRINTING & PAPER GOODS Bryn Mawr Pa

100% Profits From This Machine

JOBBERs and wholesalers now
make their own pea-
nut butter. This latest model
"Quaker City" has opened a channel for
biggest profits and better butter. Assures
your customers fresh stock always.



"QUAKER CITY" Peanut Butter Mill

Absolutely Guaranteed!

Simple in construction—anyone can
operate. Furnished with or without
motor.

Three different styles and models.
Write for catalog now.

The A. W. Straub Co.

Established since 1867

3710-38 Filbert St. Philadelphia, Pa.

THE most direct and conclusive evidence of recognition by buyers of the general merit and price attractiveness of Central American coffees is the sale by our San Francisco office in the first six months of 1917 of over

**FIVE HUNDRED THOUSAND BAGS
OF
CENTRAL AMERICAN COFFEES**

We believe that confidence in C. E. Bickford & Co. played its part in effecting such a sales volume. We are accordingly appreciative of increasing responsiveness to our efforts.

To those whose consideration of our offerings have resulted in the establishment and maintenance of trading relations as well as to such firms as we have not had the pleasure of serving we can say that,

We are prepared always to stand unqualifiedly back of every sale made, with a guarantee of fulfillment in the shape of entire satisfaction to all concerned, by which we hope to maintain the high standards of

BICKFORD SERVICE

New York
120 Front Street

Chicago
180 N. Dearborn Street

San Francisco
104 California Street

Los Angeles
180 S. Central Avenue

New Orleans
300 Magazine Street

Portland, Ore.
7 First Street

THE TEA AND COFFEE TRADE JOURNAL

Contents for August, 1917

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THE TEA AND COFFEE TRADE JOURNAL, published at 70 Wall Street, New York. Terms of subscription \$2.00 per annum in advance, payable in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1917 by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

The Seven Point Peanut Butter Plant

POINT NO. 1

THE LAMBERT MACHINE COMPANY is the Pioneer Manufacturer of Peanut Butter Machinery. When you buy a LAMBERT PEANUT BUTTER PLANT you are dealing with the men who originated the peanut butter mill and other peanut machinery.

The Lambert Peanut Butter Plant

offers you the only complete Peanut Butter Equipment, consisting of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.



Peanut Butter Mill No. 8

The Lambert Machine Company is the only concern manufacturing COMPLETE peanut butter plants.

Plans designed according to requirements or specifications, and estimates furnished.

Lambert Machine Co

Marshall, Mich.

The Seven Point Coffee Roaster

POINT NO. 1

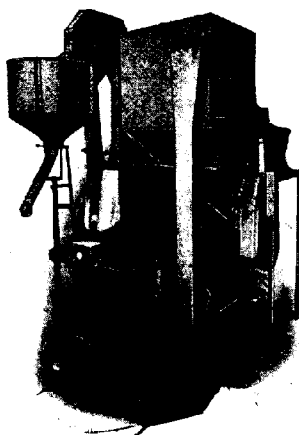
THE LAMBERT ROASTER is an IN-DIRECT flame gas roaster (the direct flame is impracticable) which produces a perfect combustion of gas, eliminating gas odors, being most economical in the actual gas consumption, and, at the same time, turns out a perfect roasted coffee.

The Lambert Electric Coffee Roaster

is a complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. It is built in two standard sizes—300 pounds and 200 pounds capacity. It is constructed in compact and self-contained form.

Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.

Plans for larger coffee-roasting plants prepared and submitted on application.



Class E—Electric Coffee Roasting Outfit

Lambert Machine Co
Marshall, Mich.

The Public Be Pleased!



No 1 Burns Granulator
with Chaff Remover


Our public is the wholesaler. Your public is the consumer. We must please you and you've got to please the consumer. Now-a-days the public demands evenly ground coffee, free from dust and chaff.

The Burns Granulating Mill

will enable you to satisfy the demand as no other mill can. The distinctive revolving sieve, which at once discharges all pieces of a desired size and carries back to the cutters those that are too large, insures automatically a product in which there is the least proportion of small grains and dust. The suction chaff remover attachment will take out all flakes of chaff.

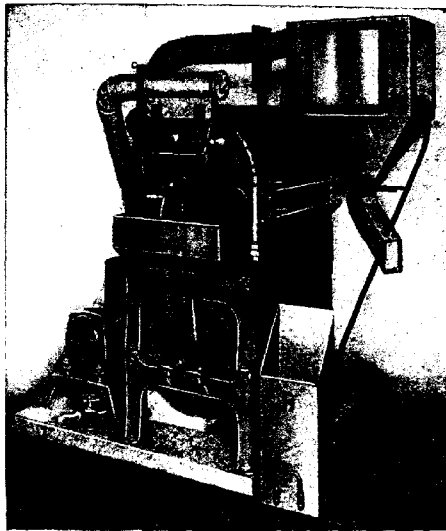
Burns granulators will solve that dusty coffee problem for you. They will put you on closer terms with your customers. And you will have pleasanter relations with your bank account, because pleasing customers always means larger sales.

Write for further information

JABEZ BURNS & SONS  11TH AVE. & 43RD ST. NEW YORK

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Burns Half-Bag Roasters
are models of
Simplicity, Accuracy and Economy



No. 7 Coffee Roasting outfit
Type 1 with motor

Numerous Retail Concerns Are Using This

Burns No. 7 Roasting Outfit

to supply their trade with freshly roasted coffee. It is an easy machine to operate, and its construction insures perfect roasting, cooling and stoning with minimum operating expense.

JABEZ BURNS & SONS  **11TH AVE. & 43RD ST. NEW YORK**

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**P. C. MEEHAN & CO.
COFFEE BROKERS**

96 Front St., New York

Tel. $\left\{ \begin{smallmatrix} 724 \\ 725 \end{smallmatrix} \right\}$ Hanover

**Cable Address
NIESSMART**

Since 1860

Bankers and Importers distributors of MILDS

Coffee Buying in Busy Times

The rapid rise in roasting costs—in the increased price of tins, cartons and packing—is enough for you to think about without worrying over the quality and cost of the raw material. Leave this to us.

Instead of buying here and there, use the service that we can offer you—let our men in Santos and on the spot do some work for you, they will be glad of the opportunity to serve you.

Much can be accomplished by close relationship between you and us. The new season is opening. Let us start our Santos-New York-New Orleans-Chicago Service working for you at once.

J. Aron & Company, Inc.

Importers
New York

COFFEE
New Orleans
Chicago

Exporters
Santos, Brazil

JAVA TEA

The TEA Planters of Java have consigned

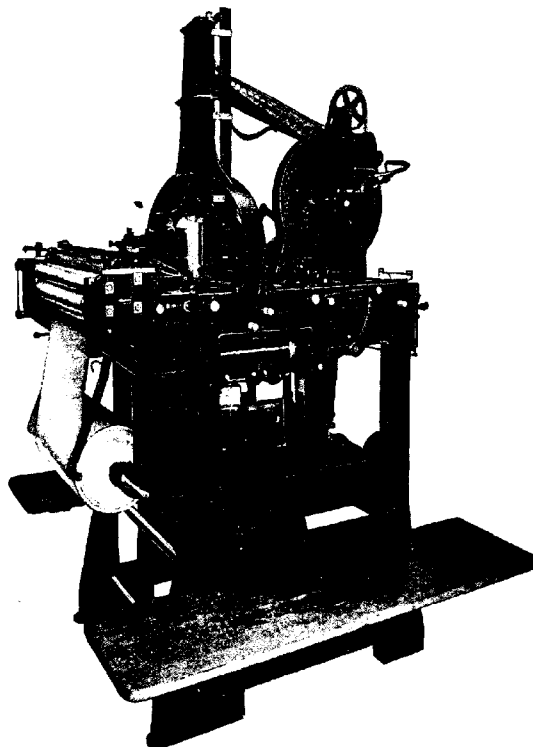
1,000,000 POUNDS

of Java Tea to America in the care of their official representative, Mr. H. J. Edwards, of the Tea Expert Bureau, Batavia, who, for purposes of distribution in the United States and Canada, has associated himself with Messrs. Irwin-Harrisons & Crosfield, Inc. Mr. Edwards will personally call on buyers in all the important Tea centers in America, and is convinced that JAVA TEAS will attain the prominent position in the trade which their sterling merits warrant.

Because they are good Teas, the Tea Planters of Netherlands, India, claim your support for their produce.

Why Use Tins?

The Lining Machine illustrated when used in connection with our Automatic Carton Feeder, Bottom Sealer, Weigher and Top Sealer, makes a paper Carton as effective for Coffee, Tea, Cocoa, Spices, etc., as a tin receptacle. WHY! The Carton is Automatically lined with Cellulose, Parchment or Wax Paper (Glued or Hot Seal as required) cut from roll. Hundreds of these machines in satisfactory operation daily. Ask us to explain how we produce ALL the above operations at a speed of 30 per minute WITHOUT AN OPERATOR.



AUTOMATIC CARTON LINING MACHINE

Pneumatic Scale Corporation, Limited
NORFOLK DOWNS, MASS.

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AUTOMATIC WEIGHING MACHINE COMPANY

NEWARK, NEW JERSEY

ARE YOU WILLING

TO LET "GOOD ENOUGH" ALONE?

MANY CONCERNS HAVE HAD THE COURAGE TO DISCARD MACHINES THAT WERE GIVING THEM SATISFACTORY SERVICE—AND A COMFORTABLE PROFIT—BECAUSE THEY SAW AN OPPORTUNITY OF GREATER SATISFACTION AND MORE PROFIT.

THE **"AUTOMATIC"**

IS ABSOLUTELY GUARANTEED AS TO SPEED, RELIABILITY AND ACCURACY.

WE CAN GIVE YOU AS HIGH AS 45 DISCHARGES PER MINUTE AND ARRANGE IT SO THAT NO OPERATOR WILL BE REQUIRED AT THE SCALE.

OUR CARTON SEALING MACHINES OPERATE ALSO AT A HIGH RATE OF SPEED,—ARE VERY SIMPLE AND OF DURABLE CONSTRUCTION.

A COPY OF OUR CATALOG SHOULD BE IN YOUR FILE

OUR ENGINEERING DEPARTMENT IS READY TO DISCUSS ANY PROBLEM WITH YOU.

"WE CANNOT SAY ENOUGH ABOUT YOUR MACHINES"

—Name on Request—

MOISTURE PROOF CARTON LINERS

**HAVE PROVEN SUCCESSFUL
SUBSTITUTES FOR TIN CANS
IN PACKING TEA AND COFFEE**

**SAMPLES FURNISHED AND
PRICES QUOTED ON REQUEST**

**NATIONAL CARTON CO.
JOILET, ILL.**

THE HEDFELDT

machines for Milling, Separating and Grading green coffee, Stoning and Cleaning roasted coffee and making "Steel-cut" coffee, are now manufactured by

THE HEDFELT COMPANY

718 Fifteenth Avenue, N. E.

Minneapolis, Minn.

"Arksafe" Elastic Paper Linings

FOR BAGS AND BARRELS

**Absolute protection to Coffee, Rice, Sugar
and Spices.**

Samples Upon Request

Arkell Safety Bag Co.,

CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway

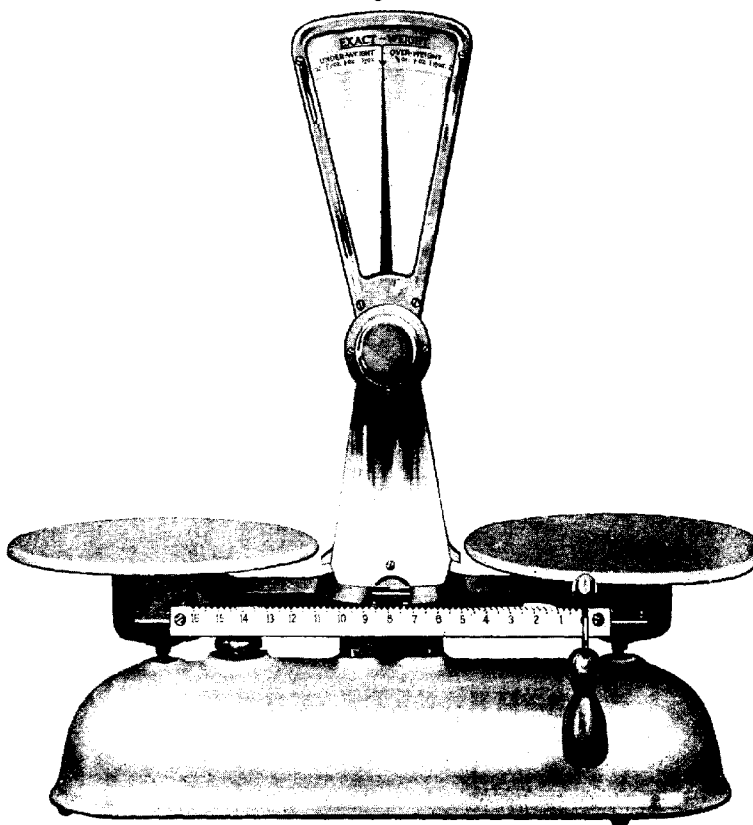


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INCREASE YOUR PROFITS BY USING THE "EXACT WEIGHT" SCALE TO CHECK YOUR AUTOMATICS

NO MATTER WHAT AUTOMATIC PACKETING SCALE YOU ARE USING YOU CAN INCREASE ITS EFFICIENCY AND ACCURACY AT LEAST FIFTY PER CENT BY USING THE "EXACT WEIGHT" SCALE TO CHECK ITS RESULTS.

The "Exact Weight" Scale No. 101.



To produce accurate results in packing, at least every twenty-fifth package should be checked and corrections made on your automatic packeting scale.

With THE "EXACT WEIGHT" SCALE merely place packet on scale and your operator will instantly know what change to make, for the scale will him tell what fractional part of an ounce he is either heavy or light.

If it were possible to maintain an even pressure above your automatic scale, also a constant temperature and humidity, it would not be necessary; but as this is impossible THE "EXACT WEIGHT" SCALE is indispensable to the production of EXACT WEIGHT.

NEVER BEFORE HAVE FRACTIONAL PARTS OF OUNCES BEEN AS VITAL TO YOUR NET PROFITS AS AT THE PRESENT TIME.

THE "EXACT WEIGHT" SCALE IS ALSO AN IDEAL HAND PACKETING SCALE. Tell us your needs and let us forward our list number 75.

THE SMITH SCALE CO., COLUMBUS, OHIO, U. S. A.

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W.R. GRACE & CO.
NEW YORK - SAN FRANCISCO
NEW ORLEANS

GRACE

COFFEE
ALL VARIETIES
EXPERT OFFICES
IN ALL THE PRINCIPAL COFFEE COUNTRIES
SERVICE
OF THE
COFFEE INDUSTRY

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
advertisement.

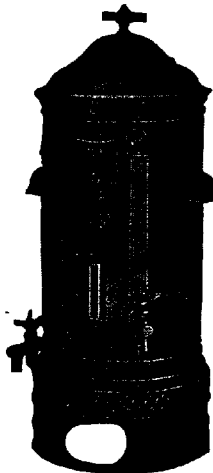
Ambrosia Chocolate Co.

331-333-335 FIFTH STREET
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

TEA, COFFEE, CHOCOLATE and HOT WATER URNS

Made in all sizes up
to 25 gals. capacity



Coffee Urn, 2002 Series

Also a full line of
**High Grade
Copper, Nickel
Plated and
Brass Goods**

including Pastry and
Roll Warmers Steam
Tables, Plate
Warmers, Water
Coolers, etc.
Send for our new
catalogue, showing
complete lines of
Hotel, Restaurant
and Bar Supplies
Metal Housefurnish-
ing Goods, Cuspidors
etc.

Geo. A. Ray Mfg. Co.
Buffalo, N. Y.

Look for This Mark



on the bottom of the cans you purchase.
It's the sign that they're

Heekin Cans

and safe protectors for your products.
Heekin Cans are ideal for teas, coffees
and spices—retaining the full aroma,
strength, fragrance and freshness.

Send today for sample.

THE HEEKIN CAN CO.

Culvert & New Sts., Cincinnati, O.

"Heekin Can Since 1901"

Urn Bags—Milling Bags—Individual Tea Bags

NATIONAL URN BAG CO.

174-176 E. 104th St.
New York City



Tea Bag

Urn Bags at Lowest Prices

We have the facilities and the organization for
giving you most efficient service.
Samples mailed on request free.

The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine
on the market. Capacity
300 lbs. steel cut per hour.
The machine you will want
to increase your sales of
clean ground coffee. Write
for photo, information, and
sample of the work of ma-
chine.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



SCHWARTZ BROTHERS

San Francisco, Cal.
U. S. A.

SCHWARTZ & COMPANY

Guatemala City
Guatemala, C. A.

First Hand Dealers In

GUATEMALA COFFEE

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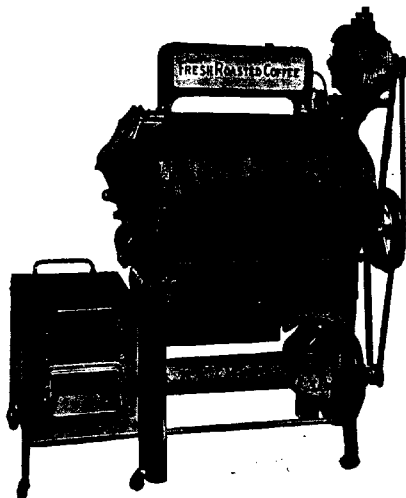
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It can have no better advertisement
than a

ROYAL COFFEE SYSTEM

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COFFEE

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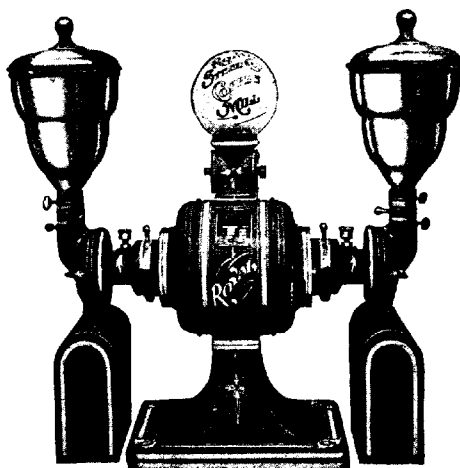
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No. 2

WHO'S WHO IN THE TRADE



F. P. BEERS

President of the Flavoring Extract Manufacturers'
Association of the United States

See page 138

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number of trees in this group of plantations is about 180,000, and the production for 1916 did not exceed 40 tons.

A few isolated plantations are found in other parts of Tonkin. These estates are generally new and, so far, little productive. The largest, which is located at Mont Bavi, near Sontay, on the south bank of the Red River, between Hanoi and Viétri, consists of over 200,000 young trees, and seems destined to become the most important in Tonkin. These isolated plantations contain about 420,000 trees, and in 1916 produced about 100 tons of coffee.

PLANTATIONS OF NORTHERN AND CENTRAL ANAM

The three northern provinces of Anam belong geographically and economically to Tonkin, and during the past few years the culture of the coffee plant has been spreading across the border. The Province of Thanh-hoa, adjoining that of Ninh-binh, has two plantations, one of 150,000 and one of 65,000 trees. The Provinces of Nghê-an, or Vinh, and Hatien have several estates. The total number of coffee plants on the plantations of Northern Anam was estimated at 600,000, and the production during 1916 was about 70 tons of coffee.

The Province of Quang-tri, in North Central Anam, has long enjoyed a local reputation for its "wild" coffee. In several places small coffee shrubs grow without much cultivation on the part of the natives, and produce a small and imperfect berry, which, however, when prepared for use is very highly prized by the natives and Europeans of this region, but is not produced in sufficient quantities for export. These "Quang-tri coffee" plants are undoubtedly a survival of the plants introduced by French missionaries long before the French occupation of this region. A new plantation has recently been established in this Province.

In Central Anam a few coffee trees have been planted on tea estates. In the vicinity of Tourane (Province of Quang-nam) there are several small coffee and tea plantations, some of which are beginning to yield a few tons of coffee per year.

COFFEE IN SOUTHERN ANAM AND COCHIN CHINA

Near Quinhon, in Southern Anam, one reaches the northern limit of the rubber plantations of Indo-China, and south of this point practically all the coffee plants are secondary crops. Two plantations near Quinhon have about 200,000 coffee plants just beginning to yield. Because of typhoon and other handicaps to rubber cultivation it is probable that these estates will adopt coffee as their principal culture.

In Cochin China some of the larger rubber plantations, notably Locninh and Suzannah, have adopted coffee as a secondary culture and are well satisfied with its development. The former now has about 550,000 coffee plants, and is the largest coffee plantation, as well as the largest rubber plantation, in French Indo-China. During 1916 the Locninh estate produced about 13 tons of coffee, while that of Suzannah produced about 5 tons. All told, there are at least 1,200,000 coffee trees on the rubber plantations of Cochin China and Southern Anam. With these advantages of soil, climate and capital these estates are likely to make Cochin China, instead of Tonkin, the chief coffee-producing district of French Indo-China.

CLIMATE AND SOIL ARE IMPORTANT FACTORS

Climate and soil are important factors in the successful cultivation of the coffee plant. As to temperature, Tonkin is on the borderland. Most of the world's supply of coffee is raised in a milder climate than that of Tonkin and Northern Anam. The annual inundations of the Red and other rivers make it impossible to raise coffee in the delta lands and coastal plain, and the upland regions are too cold in winter, or lack sufficient soil. It is, therefore, only in a strip of Tonkin between delta and uplands that the conditions necessary for the development of coffee plantations are found. The soil of this strip is not rich. It consists of a yellow alluvial clay, lacking in several elements, particularly nitrogen, potash and phosphorus, and these deficiencies must be supplied by the constant use of manures or artificial fertilizers.

In Cochin China and Cambodia conditions are more favorable, the climate being warmer and the soil richer. The red soil of the rubber plantation belt is exceedingly fertile and has a depth of several feet. Although the production of coffee has been less important in Cochin China than in Tonkin, this is not due to lack of the right climate and soil.

VARIETIES OF COFFEE PLANTS

The first coffee plants introduced into Tonkin were the Arabica (*Coffea arabica*), and at least 90 per cent of the coffee plants of Tonkin are still of this variety. The plant does not attain the height it sometimes reaches in its native region of Abyssinia; in Tonkin it never passes 13 or 14 feet in height, it averages 8 or 10 feet. Its coffee is of excellent quality and compares favorably with the Mocha brand. It is said to bring the highest price in the French market. This plant is productive, ripens well, and is perfectly adapted



PREPARING THE GROUND FOR A NEW PLANTATION OF COFFEE TREES IN TONKIN



THESE NATIVE WOMEN AT THE BOREL PLANTATION, CO-NGHIA, PICK THE COFFEE
SCENES IN THE COFFEE DISTRICT OF THE STATE OF TONKIN

to the soil and climate of Indo-China; but it has one weakness which has led to certain attempts to displace it, that weakness being its susceptibility to the attacks of the "borer."

Several varieties of Arabica are cultivated in Tonkin. Of these the best known are the "Grand Bourbon," the "Bourbon rond" and the "Bourbon Le Roy." The Grand Bourbon is difficult to distinguish from the ordinary Arabica; the coffee is a little larger, but the plant is less productive and even more readily attacked by the "borer." The Bourbon rond produces a small, round coffee of superior quality; but the crop is very irregular, and it is equally susceptible to the attacks of the "borer." The Bourbon Le Roy (*Coffea laurina*) is sometimes considered as belonging to another family, the plant being smaller than the others, rarely attaining a height of 8 feet. The grain is small but of good quality, but the plant is not so productive nor so precocious as the Arabica. Its sole advantage is that the trees may be planted closer together. It is also attacked by the "borer." The experience of the Tonkin planters does not favor any of these sub-varieties.

Concerning the Liberia (*Coffea liberica*) there is a wide divergence of opinion here. The tree grows well, seems to thrive in poorer soil, which is a decided advantage in Tonkin, where the soil is not very fertile, and attains a considerably greater height than the Arabica. One advantage is that it successfully resists the attacks of the "borer." Its acknowledged disadvantages are that it is difficult to prepare for the market and brings a lower price than the Arabica. The experience of the Phuly planters, particularly at "La Cressionnière," indicates that it does not thrive well in the occasional cold weather on Tonkin. On the other hand, Perrin Bros., in a colder region near Tuyen Quang, are so well satisfied with this plant that they are changing their entire plantation from Arabica to Liberia. The question of resistance to cold, therefore, does not seem to be finally settled. Next to Arabica, this variety of trees is the most numerous in Tonkin.

PLANTS TO RESIST EFFECTS OF INSECTS

The Phuly planter, in search of a plant that will resist the attacks of the "borer" and not satisfied with the Liberia, have tried several other varieties. In 1906 Ernest Borel planted about thirty trees of "Rio Nuñez" (*Coffea stenophylla*) on his estate at Co-Nghia, near Chi-ne. This plant has so far been successful in resisting the attacks of the borer and other insects, but its culture has not been extended because of its limited yield. In 1909 Marius and Ernest Borel made similar ex-

periments on their estates at Da-Han and Co-Nghia with the coffee Robusta, which has proved so successful in Java. While the evidence is still inconclusive, these plants do not seem to thrive so well in the colder climate and lighter soil of Tonkin. They flower abundantly, but do not ripen well, and the product does not bring so high a price in the French market as that of the Arabica. In 1906 Ernest Borel planted ten specimens of "Chari" coffee (*Coffea excelsa*) at Co-Nghia. This plant is considerably larger and more tree-like than the Arabica. In its native country it is said to attain a height of 60 feet, but in Tonkin its growth seems to be arrested at about 20 feet. These trees have borne since 1909. They give an abundant crop, the fruit being smaller than that of the Arabica. The plant seems to be able to resist the borer and other insects and maladies and thrives well in the climate and soil of Tonkin. It possesses, too, the additional advantage of not requiring trees to shade it, even in infancy. The product is not known in the European market, but in quality it seems to occupy a place between the Arabica and the Liberia. The Excelsa, better than any other plant, seems to answer the demand for a coffee that will resist the borer and thrive in the soil and climate of Tonkin.

The Robusta is most in favor on the coffee plantations of Cochin China, although the Bourbon and other varieties are cultivated. These plants thrive better in the milder climate and richer soil of the southern colony.

The first step in the cultivation of coffee is the establishment of a nursery, which may be located on thin but well fertilized soil. In Indo-China the rows of young plants need a roof about a yard above them as a protection against the rays of the midday sun and the continuous rain of some seasons of the year.

The seeds are usually planted in December or January and the young plants appear some two months later. By September they have generally attained a height of 12 to 15 inches, and the roof can then be removed. The young shoots may be transplanted with the decreasing rains of October, or this may be delayed until the "crachin" or light rains of February and March. Autumn is preferred, because the undeveloped plants may then be replaced with the "crachin."

GATHERING AND PREPARING FOR MARKET

The young coffee plants are generally transplanted in October or November, and if well cared for they will probably flower in March or April of the next year. These flowers are not likely to come to maturity, although a second-year

crop of 4,762 pounds has been produced from 31,500 trees—about 68 grams per tree. The third year the plants will have reached maturity, and a production of 400 grams per tree may be expected. The flowering season runs from March to July— young plants flowering earlier than old ones—and the crop is harvested from September to March. The crop is usually gathered by women, who are paid about 15 cents (local currency) per measure containing 57.32 to 66.13 pounds of coffee. Some of these women earn 30 to 45 cents per day, which is about two or three times the wages paid them as day laborers. (A cent of Indo-Chinese currency is worth about half a cent United States currency.)

The coffee berries are dried on cement floors open to the air, and if there is plenty of sun the color is generally yellow, otherwise it is green. This difference sometimes amounts to 3½ cents per pound in the European market, and makes imperative for Tonkin a coffee which will ripen during the dry season, from mid-November to mid-February, and be completely dried before the beginning of the "crachin." Small artificial drying machines are occasionally employed for the late crop. The husk is sometimes removed by hand or by motor decorticators, but because of the cheapness of hand labor it is generally pounded out in a wooden mortar. In the Chi-ne region coffee is husked, fanned, sorted and placed in jute sacks ready for shipment at a labor cost of from 1 to 1.20 piasters per sack of about 176 pounds. (The value of the piaster fluctuates, being about that of the Mexican dollar.) The coffee is fanned and sorted by hand machinery, which is generally of English manufacture, although some plantations have American machinery.

PRODUCTION AND EXPORTATION

Coffee culture in Tonkin was an experiment until 1901, up to which time the production did not exceed the wants of the planters and of a very restricted local market. During that year the first coffee was exported, and since then it has been sent out in gradually increasing quantities. The amount was small until 1906, when the first estates began to yield on a large scale. There was another depression in 1911 and 1912, due to the

ravages of the "borer" on some of the larger estates; but since this latter year the production has increased rapidly.

The exportation of coffee from Haifong during certain years since 1901 follows, in metric tons (2,204 pounds): 1901, 5 tons; 1904, 145; 1907, 170; 1910, 227; 1914, 242, and in 1915, 360 tons.

Practically all the coffee produced in Tonkin and Northern Anam is shipped to France via Haifong. The amount of coffee exported to foreign countries during the years 1913, 1914 and 1915 was, respectively, 26, 4 and 6 tons.

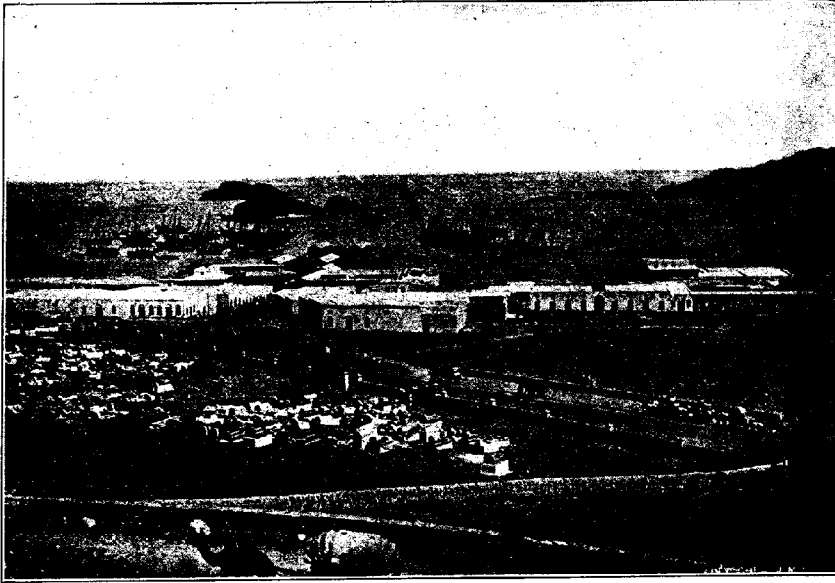
The coffee of Indo-China is very much prized in France and a good price is paid for it. The mother country affords a very good market, for the coffee of Indo-China amounts to but 2 or 3 per cent of the total amount of coffee imported into France. The remainder of the supply of French coffee comes mainly from Brazil, Haiti, Venezuela, British India and Java. France has every reason to encourage the production of coffee in the colony and several steps have been recently taken in this direction.

FUTURE OF THE COFFEE INDUSTRY

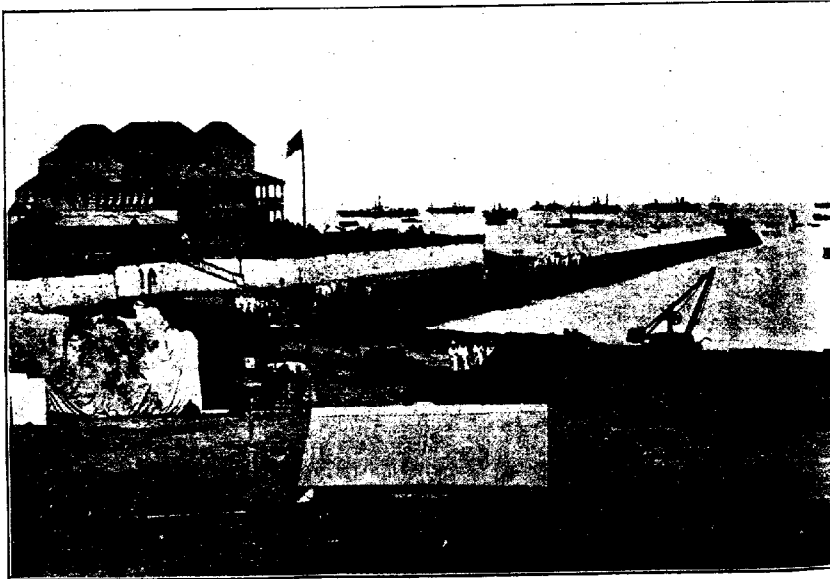
The coffee plantations of Tonkin and Northern Anam contain at least 2,400,000 trees, and when these attain the productiveness of the mature trees on some of the older plantations a yield of 2,400 tons will result. This is not too much to anticipate within the next five years, even with the present amount of land under cultivation. The European planters of South Tonkin and Northern Anam seem to have found coffee the only sure and profitable crop, and are devoting themselves almost exclusively to its culture. Since 1913, coffee culture seems to rest on a secure foundation. The struggle with the "borer" seems to have been won, and the planters have no further fear from that quarter, and there is now a European market with satisfactory trade relations for their product. With tariff advantages in the large market of France, the Tonkin coffee industry seems to be well established. If coffee culture proves to be sufficiently profitable on the large rubber estates of Cochin China, as some of the planters seem to think it will, there is scarcely no limit to the extent of its future production in this region.



A GROUP OF COFFEE PLANTATION BUILDINGS NEAR CHI-NE, TONKIN



COFFEE WAREHOUSES AND OX-CART TRANSPORT AT MAALA, BETWEEN STEAMER POINT AND THE CRATER TOWN OF ADEN



JIBUTI, AETHIOPIA, RED SEA TERMINUS OF THE FRENCH RAILWAY, WHICH BRINGS COFFEE FROM HARRAR AND ADIS ABEBA

TWO IMPORTANT COFFEE PORTS ON THE GULF OF ADEN

ADEN'S COFFEE MARKET AND THE WAR.

¶Though the war has caused coffee prices in Aden to decline, traders are expecting a boom when hostilities cease and are preparing for it by opening new shipping ports on the Red Sea, and in other ways. ¶The author specifies some of the factors influencing trade in this section, such as army operations in the hinterlands, England's prohibition of imports of coffee into the United Kingdom, scarcity of shipping facilities and high freight and insurance rates.

By ADDISON E. SOUTHARD

Aden, Arabia

SINCE the beginning of the present year coffee prices in the Aden market have been going steadily downward. Superior grades of Mocha coffee that rarely sell for less than \$5 or \$6 a maund of 28 pounds have recently been offered for \$3.08, about \$0.25 of this amount representing the cost of cleaning.

The Yemen coffees, known as Mattari and Hemi, from the districts in which they are grown, are the two finest of the superior grades of Mocha. Practically none of the Mattari and only small quantities of Hemi have been able to reach Aden on account of military operations in the districts through which they must pass; accordingly, large stocks of these two fancy grades are accumulating in the interior. These accumulated stocks will, of course, reach Hodeida and Aden when the blockade of the former is lifted and caravan traffic with the latter is resumed, and may be expected to have an important effect upon the market. Other and less choice grades of Mocha coffee are arriving in good quantities but are selling at proportionally low prices.

Important causes for current low prices are unusually heavy coffee crops during the past two years in the Yemen, a light demand, limited shipping space for export, and high freight and insurance rates. The favorable effect of recent prospects of increased shipping space has been somewhat counterbalanced by the prohibition of the import of coffee into the United Kingdom.

OUTLETS FOR MOCHA COFFEE

Mocha coffee has for many years been exported largely from Hodeida, but the port has been closed for nearly two years by blockade on account of the war. An interesting result of this has been the recent marketing of considerable quantities of the Yemen coffee crop through the old town of Mocha, which many years ago, as the principal market and port of shipment, gave its name to all Yemen coffee, but which of late has

had a very minor part in the trade. Its renewed importance as a coffee port can only be temporary, however, as its harbor has filled and become shallow practically beyond restoration. In fact, the disadvantages of Mocha as a shipping port are so great that it is already losing its recently regained importance as an outlet for Yemen coffee. A little port to the north, known as Medi, the name of which is found on very few maps, is being made a point of shipment for coffee because of having fewer disadvantages than Mocha.

When Hodeida is available as a point of shipment a great deal of Mocha coffee is exported directly from there to European and American ports. Facilities of this direct export are not available from Mocha and Medi, which accommodate only small coasting steamers and sailing dhows, and as a result the coffee which has come out through those ports during the past year has been brought to Aden for foreign export. The falling off of Aden's receipts by land has been more than made up by arrivals from the Arabian Red Sea ports. As a result the Aden market has handled much more of the Mocha coffee than it normally does.

While Aden is of great importance as the principal, and at times only, export market for the entire world's supply of genuine Mocha, it also handles a considerable quantity of the longberry Harrari coffee from Abyssinia. This is a fancy grade of coffee, and by some local epicures is preferred to the best Mocha as a beverage.

LARGER PRODUCTION OF MOCHA LOOKED FOR

As is well known, all Mocha coffee is produced in a limited area of Southwestern Arabia. This coffee-growing district is without real roads of any sort to the coast, and practically the entire coffee crop is moved by camel caravan. The Arab coffee growers must, on account of the inaccessibility of their districts, raise practically all

of their food. As a result, much good land and energy that would ordinarily go to raising Mocha coffee is devoted to food crops, which are much less remunerative. There are many reasons to believe that the Yemen coffee districts will soon be connected with the coast by good cart roads



SELLING COFFEE AT ADEN BY TAPPING HANDS UNDER COVER

at least, and railroads are not improbable. These means of communication with the outside world will relieve the Arab coffee grower from the present almost complete dependence upon his own agriculture for food. This condition and a safe and easier means of marketing his most profitable crop (coffee) will tend to increase the number of trees planted. In the opinion of those familiar with conditions it may safely be said that within a very few years the world's available supply of Mocha will be doubled.

Many attempts have been made in the past to grow in other places coffee having the qualities of Mocha. It seems, however, that the exact soil and climatic conditions in the higher altitudes of Southwest Arabia have not been duplicated in other coffee-growing regions. One of the most recent attempts to produce Mocha coffee elsewhere than in the Yemen is also reported as unsuccessful. This attempt is said to have been made in the Italian Red Sea colony of Eritrea. Seeds and plants were obtained from Arabia, and Arabs familiar with the Yemen methods were brought across the Red Sea to work the estate; yet, although only a narrow strip of sea and land separates Eritrea and the Yemen, and soil, climate and altitude are similar, the Eritrean coffee grown from Mocha seed is reported as quite unlike the product it was meant by its growers to be.

"HARRARI" THE BEST ABYSSINIAN GRADE

In average years about 51 per cent of the coffee coming into the Aden market is made up

of the Mocha grades and about 43 per cent is from Abyssinia. In 1916 just about 3½ per cent of the total amount of coffee passing through this market was from Abyssinia. The only explanation seems to be that the bulk of the coffee from Abyssinia was shipped direct from Jibuti, the terminus of the French railway which goes into Adis Abeba and a port of call for all steamers of the Messageries Maritimes.

The best Abyssinian coffee, as mentioned above, the Harrari, so called from the town of Harrar, which is the center of the district where it is grown. This coffee is grown in high altitudes, as are the best Mochas. Harrar was formerly a very prominent coffee market, but has lost much



ASCERTAINING THE NET WEIGHT OF COFFEE AT ADEN PRIOR TO PACKING

of its importance since the construction of the Franco-Ethiopian Railway from Jibuti to Adis Abeba. This railway has become the main avenue for trade, and goods formerly marketed through Harrar now go direct to the railway at Dire-

Dawa, 35 miles from Harrar. A good road (which does not now exist) between Harrar and Dire-Dawa might restore some of Harrar's importance as a coffee market, situated as it is in the center of the rich plantation district. Before the construction of the railway much of the Harrar coffee passed from that town along the old caravan route to Zeyla in British Somaliland, which port is close to, and has frequent steamship service with, Aden. Some Abyssinian coffee still follows the caravan route to Zeyla, but the bulk of it comes through on the railway to Jibuti, whence some of it is exported direct to Europe and some goes to Aden.

Good Harrari is a fine, yellow berry, well flavored. It is said to be mixed with certain Mocha grades at Aden and sold as "longberry Mocha." There is also a shortberry Harrari. The present price at which the best Harrari is bought in Aden by dealers is 11 rupees (\$3.56) per farasula of 35 pounds. Eight annas (\$0.16) is added for cleaning, bringing the total cost up to 11 rupees 8 annas, or about 10 5/7 cents per pound, just a fraction of a cent less than the present price of the superior Mocha grades.

WILD COFFEE—NO RELIABLE DATA

Besides the Harrar district of cultivated coffee there are vast forests of wild coffee in South-western Abyssinia, the product of which reaches

coffee in the more southerly districts of the country finds its way out through the Egyptian Sudan, the important markets being Gambela, Gallabat and Khartum. It is said that the forests of wild coffee in Southern Abyssinia have scarcely been touched. The Aden Consulate hopes at some time in the near future to investi-



SOME COFFEE IS STILL HULLED AT ADEN BY THIS PRIMITIVE METHOD

gate this interesting claim and to report more fully upon it.

Requests are often received for data relative to the number of coffee plantations, the area planted, number of trees, methods of planting and cultivation, average annual production of each district, etc. Attempts have been made to secure data along these lines, but with little success. It seems from all information obtainable that the average Arab coffee grower in the Mocha districts just plants his trees and lets them grow, with little or no systematic care or cultivation. Unfortunately conditions are such in these districts that no accurate figures have ever been collected. The oldest coffee merchant in Aden estimates the annual average production of Mocha coffee at 45,000 bags of 176 pounds each. He estimates the crop of the Galla district (Harrari) for 1916 at 30,000 bags.

Correspondence which recently came through from Sana, in the center of the Yemen, states that coffee and all other crops there are excellent and yielding well. Mocha coffee is harvested over a period extending from about October to May.

ADEN'S IMPORTS AND EXPORTS

The export returns of the Aden Port Trust do not distinguish between the Mocha, Harrar and "Abyssinian" coffee, but the invoices certified at



COFFEE CAMELS IN THE CUSTOM HOUSE AT HARRAR

the Aden market as "Abyssinian" coffee. It is of an inferior grade and is much cheaper than the Harrari. The Abyssinian coffee in the west comes to the coast at Massowah, in Eritrea, and it is from there that the Aden market receives its principal supply of this grade. The Abyssinian

Aden indicate that the United States takes a very large share of certain Mocha grades. In the calendar year 1916 the coffee exported from Aden to America amounted to 18,603 hundredweight, valued at \$385,765. For the first quarter of 1917 exports of coffee from Aden to America were 350 hundredweight, valued at \$7,393, as compared with 12,462 hundredweight, valued at \$259,795 for January-March, 1916.

EXPORTS TO THE UNITED STATES

The Aden Port Trust returns show that during the fiscal year ended March 31, 1916, the United States took 42,667 hundredweight of Aden coffee exports, valued at \$962,217. Total exports of coffee from Aden during that fiscal year (the most recent period for which complete figures are available) amounted to 128,172 hundredweight, valued at \$2,463,058. Detailed figures of Aden's imports and exports of coffee follow, the quantities given in hundredweight of 112 pounds:

COUNTRIES	1913-14	1914-15	1915-16
Imports	Cwt.	Cwt.	Cwt.
Mocha	13,853	10,898	57,067
Abyssinia	54,612	55,140	50,636
Somaliland	1,724	1,323	2,591
Straits Settlements	3,301	4,697	2,854
India (Bombay)	1,334	10,322	2,660
Hodeida	50,619	15,591	96
All other countries	2,100	5,508	9,835
Total	127,543	103,479	125,739

Exports			
United States	38,394	20,831	42,667
France	26,570	19,931	26,199
Africa and adjacent islands	21,345	20,292	25,217
United Kingdom	5,223	10,307	9,280
Spain	4,807	8,918	4,519
Italy	7,247	4,364	4,130
Arabian Gulf ports	7,610	8,043	8,267
Australia	1,985	1,824	1,804
All other countries	25,841	12,520	6,107
Total	139,022	101,040	128,172

TACOMA RECEIVES BIG TEA CARGOES

More than 1,000,000 pounds of tea were inspected at Tacoma, Wash., during ten days early in July, which is said to be the second largest quantity ever entered at that port in any like period. Tea shipments had been expected to fall off because of the war, but contrary to that belief is the statement that the Tacoma warehouses are overcrowded with tea, and the overflow is stacked on docks at Milwaukee. The tea was brought in by two Japanese steamships, and is from Yokohama and the Formosa Islands.

COFFEE FAMINE IN SWEDEN

Reports from Stockholm declare that wholesale distributors of coffee have completely exhausted their stocks, and as a consequence a coffee famine exists there.



SORTING COFFEE BY HAND POWER MACHINERY IN A FRENCH CLEANING GO-DOWN AT ADEN



French Official Photograph by Pictorial Press

FRENCH SOLDIERS USE FRESHLY GROUND COFFEE

THE French people like to grind their coffee just before brewing so as to obtain full value in their cups. Even the poilus in the trenches are willing to undergo extra hardship and labor to obtain freshly ground coffee, as indicated in this picture of a company kitchen squad using one of the coffee mills that are important parts of the camp equipment of every French regiment.

WAR TAXES STILL UNDECIDED

Congress Continues to Haggle Over the Terms of the Revenue Bill—The Status at the Present Time

DURING the past month the War Revenue Bill has been sidetracked in Congress in favor of the Food Bill. At the time this was written it had just come from the Senate Finance Committee, where its tea and coffee provisions had been altered by the addition of a "floor" or stock tax on tea, coffee, sugar and cocoa at the same rates as are prescribed in the bill for consumption taxes on these products. It is understood this provision was added to subject to taxation large stocks that are said to have been imported in anticipation of the proposed consumption tax, the rates of which at present are 2 cents a pound on coffee or substitutes, 5 cents a pound on tea, ½ cent a pound on sugar, 3 cents a pound on raw cocoa, and 5 cents a

pound on the manufactured product. Under the new provision the following figures represent the maximum amounts in possession of retailers that are exempt from the tax: Tea, 50 pounds; coffee, 200 pounds; sugar, 500 pounds. No retailers' exemption for cocoa has been announced.

When the final action will be taken in this matter of taxation it is impossible now to state. After the Senate finishes with it then the revenue bill passes on to a joint conference committee composed of five or six ranking members of the House Ways and Means Committee and the Senate Finance Committee. Here it is likely to be held up again, according to statements made in official Washington, where, it has been said, the Finance Committee amendments will meet stubborn resistance.

COFFEE TAX "MISTAKEN PATRIOTISM"

The long wait for a final decision has been a strain on the trades involved, and the anxiety is

increasing daily. Members of the National Coffee Roasters' Association are being kept advised of the changes in the situation by association bulletins. The most recent of these to appear at this time has this to say: "We believe the members of the N. C. R. A. will 'do their bit' toward co-operating with the Government by cheerfully meeting the obligations imposed by capital stock, income, excess profits and stamp taxes, and in other ways; but mistaken notions of patriotism should not lead us to acquiesce in a tax on our commodity, which, if enacted, must result in injury to the business, curtailment of consumption (entailing a shrinkage of revenue), and the imposition of a further burden by increasing the already high cost of food products." President Seelye, who signed the bulletin, stated that in his opinion a vigorous protest must be made by the association against any tax on coffee, and asked expressions of opinion on one question only: "Are you opposed to any tax on coffee?" The result of this questionnaire has not yet been made public.

COFFEE TAX A "PATRIOTIC DUTY"

Apparently the trade is divided on the question of tea and coffee taxes. Perhaps the statement made to a representative of *THE TEA AND COFFEE TRADE JOURNAL* by Ross W. Weir, of Ross W. Weir & Co., New York, can be taken as voicing the sentiments of a large group which is not antagonistic to a coffee tax. Mr. Weir said that he is not averse to having a tax applied if the Government deems it necessary. He can conceive of no reason why coffee is not a properly taxable commodity, and thinks that the trade should not consider its personal preferences in the matter.

He believes that the coffee trade should bear its share of the burden of war expense if called upon, and deems the fact that confectionery, chewing gum, etc., might not be taxed as being beside the question. Coffee and tea are not produced in this country, and custom has logically decreed that they are taxable. From the standpoint of taxation these products are not comparable with articles made in the United States.

Mr. Weir is of the opinion that the consumers' share of the tax would be slight, and that it cannot be justly stated that it would add materially to the working man's cost of living. He takes the stand that the coffee trade has had its say at Washington, and should now let matters take their natural course. When asked as to what method should be pursued in applying the tax, Mr. Weir stated that he deemed an excise tax to be the most equitable, all things considered.

THE TRADE'S ROLL OF HONOR

News of Those Men Who Are Doing Their Bit to Help Win the War, at Home and Over Seas

UNDER this heading will appear each month the names of men and firms in the tea, coffee, spice and fine grocery trades who have identified themselves with the United States military or naval forces, or are in other ways active in the cause of national defense. In order to make this record as complete as possible, readers are requested to advise the editor of this department of individuals or firms they know are "doing their bit" in the war with Germany and whose names have not already been listed in the Trade's Roll of Honor. The names of individuals should be accompanied by the name of the firm with which each is connected, as well as the military, naval or governmental organization in which each enrolls and his rank.

A RETAILER'S CONTRIBUTION

Halvor Hauch, ex-president of the California State Grocers' Association, has given two of his boys to the service of the country. Halvor, Jr., who served with the Field Artillery on the Mexican border, is now connected with headquarters in the Signal Department at the Presidio, San Francisco, and expects to be called to France in the near future. Wendell, a younger son, was recently graduated as the second highest honor man in a class of 46 in the aviation service. He has been sent to France for final training, and may be returned later to the United States as instructor to future classes of rookie aviators.

IN MILITARY AND NAVAL SERVICE

- Paul F. Skinner, head of the Skinner Macaroni Company, Omaha, Neb.—Major, Omaha Battalion, 6th Nebraska Regiment.
- Frank J. Ronayne, Missouri and Kansas division manager for the Beech-Nut Packing Company—Supply sergeant, Company B, First Battalion, Kansas Engineers.
- Frank G. Henderson, caller of the New York Coffee and Sugar Exchange—Second Lieutenant, 12th New York Regiment.
- Thomas Smith, of Russel & Co., New York—Sergeant, 7th New York Regiment.
- Thomas J. Davis, of the Anglo-American Direct Tea Trading Company, New York—Able seaman, Naval Reserve Force.
- B. A. Coates, city credit man for Tillman & Bendel, wholesale grocers, San Francisco—Masonic Ambulance Corps.

G. W. Bergquist, Chicago salesman of Sprague, Warner & Co.—Engineers' Corps.

J. E. Anderson, Sprague, Warner & Co., Chicago
—Naval Reserve Forces, Illinois Naval Station, Grant Park.

Harry Jacobson, Ohio, salesman for The A. J. Deer Company—Aviation Corps.

C. W. Manning, Tennessee salesman for The A. J. Deer Company—United States Army.

SPICE TRADE OF SOUTH INDIA

Some Features of Production in the Madras District, with Statement of Exports and Their Destination

[SPECIAL CORRESPONDENCE]

MADRAS, INDIA, May 16, 1917.

THIS district probably exports a larger quantity and greater variety of spices than any other part of India, including black and white pepper. Exports of Tellicherry pepper amounted to 136,031 hundredweight in 1914-15 and those of Alpey pepper to 143,487 hundredweight, the average price per hundredweight f. o. b. for each grade being \$9.41. Before the war the chief importing countries took the following percentages of the crop: France, 23 per cent; Italy, 21; United States, 20; Germany, 15, and United Kingdom, 12 per cent.

About 300,000 acres in this district (Madras) are under cultivation in chillies (red pepper), the exports of which in 1913-14 were 10,421,000 pounds, of which Ceylon took 91 per cent. Exports of ginger in the same period were 4,679,000 pounds, of which the United Kingdom took 40 per cent.

About 20,000 acres are under cardamoms. There are two kinds—Mysore and Malabar. Exports amounted to 117,000 pounds in 1914-15, of which the United Kingdom normally takes 49 per cent. There is a very small production of cinnamon, the exports amounting only to 14,000 pounds.

MR. EDWARDS RETURNS FROM CANADA

H. J. Edwards, the Java Tea Commissioner, who arrived in this country a few months ago to promote the interests of Java tea in North America, recently returned to New York after a five weeks' business trip to Canada, where he called upon the trade in Montreal, Toronto, Hamilton, Ottawa, also Nova Scotia and New Brunswick. He reports a pleasant reception throughout his travels, and states that Java teas are rapidly growing in favor in the Dominion.

PURE FOOD MEN IN CONVENTION

Commissioners Advocate Substitution as a War Measure to Aid in Conserving the Nation's Supply of Eatables

THE twenty-first annual convention of the Association of American Dairy, Food and Drug Officials, held at Atlantic City, July 31-August 3, adopted a resolution to permit and encourage the use of substitute foodstuffs as a means of helping to conserve the nation's supply of eatables. Commissioner Harry L. Eskew, of Tennessee, read a lengthy paper on the subject. The resolution adopted stated that the association is heartily in favor of "addition and substitution, and in the addition of other materials intended to render the product more nutritious or more effective in its food purpose, provided such addition or substitution is so plainly stated on the label as to avoid deception."

NEW FOOD STANDARDS ADOPTED

One of the most important features of the convention was the report of the Joint Committee on Food Standards covering canned goods, spices and condiments, macaroni products, cheese and milk. These were approved by the convention, and now go for approval to the Official Agricultural Chemists and then to the Secretary of Agriculture for his issuance.

At the election of officers James Foust, of Pennsylvania, was chosen as president; A. M. G. Soule, of Maine; J. M. Moore, of Alabama, and E. L. Barnhouse, of Missouri, vice-presidents; John B. Newman, of Illinois (re-elected), secretary, and George J. Weigel, of Wisconsin, treasurer. J. J. Farrell, of Minnesota, the retiring president, was elected a member of the executive committee.

One of the sensations of the convention concerned the attack led by Dr. Carl L. Alsberg on the association, charging, among other things, that the body was not active enough and was too restrictive in its scope. A committee to revise the scope of the organization was created, with the following as members: George L. Flanders, of New York; Dr. Carl L. Alsberg, of Washington, D. C.; William B. Barney, of Iowa; Frank L. Jackson, of Rhode Island, and E. F. Ladd, of North Dakota.

THE EXPORT LICENSE LIST

Peanuts, peanut oil, peanut butter, rice and rice flour are some of the many foodstuffs listed as requiring export licenses under the President's proclamation of July 9.

FORMOSA TEA FREIGHT TANGLE

American and British Tea Interests Claim that Mitsui & Co. Seek to Monopolize Tea Shipments from Formosa

AMERICAN and British tea interests, dealing in Formosa tea, are much concerned about their inability to secure adequate freight space for shipment from Formosa. It is reported that for some time past shippers have been discriminated against by the Japanese steamship companies to the advantage of Mitsui & Co., the well-known Japanese import and export house, which is said to be in a fair way to monopolize the Formosa tea business.

There are two large steamship companies carrying tea between Formosa and the United States, known as the Nippon Yusen Kaisha and the Osaka Shosen Kaisha. In addition to the ships operated by these companies there are also a few making irregular sailings from Formosa.

It is claimed that Mitsui & Co. practically control the allotment of freight space on the N. Y. K. and O. S. K., and that American tea shippers are not receiving their just apportionment. Owing to the lack of British and American bottoms, due to the war, the American and British shippers are practically dependent upon the Japanese steamship companies.

PROTEST MEETINGS HELD AT TAIPEH

In an effort to correct the situation, two meetings attended by the American and British tea interests, representatives of the Japanese steamship companies and Mitsui & Co., as well as the American and British Consuls, were held at Taipeh, Formosa, the first meeting on June 8 and the second on June 13. According to the minutes of the latter meeting, Max D. Kirjasoff, American Consul at Taipeh, stated that the steamship companies are engaged in a conspiracy against foreign shippers, and that certain American tea importers claim to have proof that Mitsui & Co.'s representatives in New York "have openly boasted that they only would be able to get their teas to America this season." Mr. Kirjasoff also stated that American tea buyers suspect that Mitsui & Co. are being helped by the Japanese Government. In reply to this accusation, Mr. Nagai, of Mitsui & Co., stated that his concern intended no injury to foreign trade and that competition was open.

It was proposed at this meeting that Mitsui & Co. be allowed not more than 50 per cent of the space on any one ship of the Nippon Yusen Kaisha, the balance to be divided among the seven remain-

ing tea shippers on a carload basis. As regards the ships of all other lines, it was proposed that of the first 280 tons available, each of the eight companies be given 35 tons, or one carload, the balance to be divided on the pro rata percentage basis of 1916 shipments.

Mitsui & Co.'s representative tentatively agreed to this proposition, but suggested that the allotment of space on the O. S. K. liners be on the basis of last year's shipments by this line.

NO DEFINITE AGREEMENT REACHED

Later advices from Taipeh state that further meetings have been held and another agreement entered into, whereby Mitsui & Co. were to secure 50 per cent of all available space on the Japanese ships, the balance to be divided pro rata among the other shippers on the basis of their shipments during the past three years.

A letter received by a New York house, dated at Taipeh, June 29, states that 10,000 tons of space on special steamers had been allotted to foreign shippers, with the understanding that they would pay dead freight charges in case of failure to use all the space. Still later reports from Formosa stated that the whole matter had been reopened, and that no definite agreement had been reached.

S. Sakai, manager of the tea department of Mitsui & Co.'s New York office, says he feels certain there must be some mistake regarding the allotment of space, as his tea receipts have been comparatively small for some time, and that Mitsui & Co. have not had any unfair advantage in the matter of space. He disclaims any attempt at monopoly.

TAIT & CO. OFFER SPACE

Late cables from Formosa received in New York as this issue was going to press were to the effect that Tait & Co., who participated in the Taipeh conference, had 1,000 to 2,000 tons of space to offer to other shippers, which might be taken as indicating that satisfactory adjustment had been made with the steamship interests, or that Tait & Co. had chartered a steamer.

FRENCH POILUS FOND OF PEANUTS

Luxuries have been scarce in the ranks of the French army for some time, and in order to relieve the monotony of the soldiers' diet peanuts have been introduced to the poilus, accompanied by instructions on how to roast them over the same small stoves used to heat coffee. Recently 60,000 pounds of the goobers were distributed along the French battlefield.

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO COFFEE BUYERS

A Series of Discussions of Coffee Problems
Designed to be Helpful to Wholesale
and Retail Coffee Distributors

BY WILLIAM B. HARRIS

Coffee Expert, U. S. Department of Agriculture,
New York

No. 12—CO-OPERATION

CO-OPERATION between jobbers and retailers is most important, but unfortunately it is not as universal a practice as it should be. As a rule the jobber meets the demands of the retail dealer partly because of a disposition to establish closer business relations and partly because of the pressure of keen competition. On the other hand, the retailer has become such an independent factor that he sometimes overlooks the fact that there are two sides to any business proposition.

SPECIAL DELIVERIES REDUCE PROFITS

Deliveries and freights often cause great annoyance to the shipper and may mean a loss of profit on the transaction. The retailer runs short and calls for a special delivery, if not of the entire order at least of a sufficient amount to carry him over until the balance arrives. No shipper who is interested in his customers would refuse to help out in an emergency, but the bulk of these hurry orders could be avoided by a little more care and consideration on the part of the buyer. Such orders, particularly if small, are almost always delivered at a loss.

Again, when shipments are made with the freight either paid or allowed it means the charges to the freight station at the point of destination. To have a cartage charge deducted from the bill, particularly when the haul was made by the retailer's own wagon, is very annoying. The amount is so small that it is almost always passed. Some retailers have come to believe they are entitled to it. They are when it is so understood; but then provision is made to meet it in the original charge, otherwise it is a serious cut into the small profit of the jobber.

Allowances for shortage or damage are usually small items, frequently passed without question, and yet they almost always mean a loss of the profit in that particular sale. When the outside of the package is stained or damp it does not always mean that the goods are damaged, and a little attention on the part of the dealer will avoid this possibility.

Weights and discounts could properly receive co-operative treatment that would benefit business conditions. The buyer is entitled to full weight at the point where the goods are sold. Whether the shipment may increase in weight during transit by absorption of moisture makes no difference. If the weight at destination is to govern, then the situation is different, but because a sale is made "delivered" is no excuse for billing weight at destination.

Discounts are premiums allowed for payment within a specified time. If the discount is taken the other terms of the contract relative thereto should be met. A ten-day discount deducted at the expiration of thirty days shows a lack of co-operation or an intent to take just a little more than the buyer intended to give.

The points mentioned above, and many others, are gradually being brought into adjustment; and as it is realized that real co-operation means a satisfied seller and also a satisfied buyer, they will be even less in evidence in the near future.

BRAZIL COFFEE IN ENGLAND

A remarkable increase in the imports of Brazilian coffees into the United Kingdom during 1916 is shown in the statistics of last year and 1915, which were 1,199,998 cwts. and 590,923 cwts., respectively. All other coffee-producing countries showed a decline.

This increase is attributed to the fact that England has become the market for coffee formerly shipped direct to Havre and Hamburg, and was sending large consignments to the Scandinavian countries until the prohibition of exports and the increased severity of the German blockade put an end to much of the business.

COFFEE IMPORTERS HELD FOR THEFT

Neponiseco Martinez and Enrique Paats, president and treasurer, respectively, of the All America's Mercantile Corporation, 17 Battery Place, New York, were recently held under indictments charging the larceny of \$12,000 and \$26,000 belonging to Lichtenheim & Stern, brokers, of New York. Assistant District Attorney Murphy stated that the company, which conducted a coffee importing business, went into the hands of receivers a month ago, with liabilities of \$183,000 in excess of assets. The alleged larceny was said to have been accomplished by fictitious accounts and falsified invoices.

PENNSYLVANIA COFFEE CASES

The Dairy and Food Bureau of Pennsylvania cites in its preliminary report for the year 1916 two instances in which O-So-Good Blend coffee was found to contain cereal, and one in which Grandmother's Blend contained the same adulterant. The defendants in the first two cases were J. A. Chalfant and R. L. Gerhart, both of Lancaster. The A. & P. Tea Company, Lancaster, was the defendant in the Grandmother's Blend case. All three were discharged upon payment of record costs.

COFFEE COMPANY LOSES RATE CASE

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 21, 1917.—The Interstate Commerce Commission has dismissed the complaint by Closset & Devers, coffee merchants, of Portland, Ore., against the Northern Pacific Railway Company. The complainant claimed that the double first-class rate of 60 cents per 100 pounds charged by the railroad for transporting a carload of tea, in bags, from Seattle, Wash., to Portland, Ore., was discriminatory and unreasonable, which was denied by the Commission.

ENGLAND AND BRAZILIAN COFFEE

A plan under which importation of Brazilian coffee into the United Kingdom would be permissible has been proposed to Brazil by England, as follows: First, that the coffee be transported in German ships confiscated by Brazil; second, that these ships also carry certain other food products.

BIG COFFEE CARGOES ARRIVE

During July, San Francisco received two cargoes of coffee of unusual proportions, one, amounting to 106,000 bags, being credited as the largest single consignment ever received at that

port, and said to be destined for the United States Army. Earlier in the month 102,004 bags of Santos coffee were received on consignment to W. R. Grace & Co.

MARINE CORPS ASKING FOR BIDS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., August 1, 1917.—Specifications are being sent out by the Quartermaster of the Marine Corps for bids on 85,360 pounds of coffee, 14,817 pounds of tea, 4,843 pounds of baking powder, and proportionately large quantities of vanilla and lemon extract, spices and other food products. The bids will be opened August 13, and the supplies are for subsistence from September 1 to December 31, 1917.

COFFEE AND SPICES IN COORG

In the official report on the administration of Coorg, India, appears the statement that because of the untimely blossom showers during the 1915-16 season the yield of coffee was only 2,050 tons for the total area of 42,426 acres. The cardamom crop was better than last year but below the average, and this is attributed to the fact that the plantations had not recovered from the drought in 1914-15.

COFFEE AND COCOA FROM LA GUAIRA

Exports to the United States declared at the American Consulate at La Guaira, Venezuela, during the first quarter of 1917, show shipments of 2,483,605 pounds of coffee, valued at \$253,893, as compared with 2,869,803 pounds and \$342,355 in the corresponding period of 1916. Exports of cocoa for the same period of 1917 were 4,851,458 pounds, valued at \$606,141, and for the 1916 period they were 3,823,425 pounds and \$569,357.

VALUE OF U. S. COFFEE IMPORTS

The import value of the coffee brought into the United States during the eleven months ended May, 1917, is placed by Government officials at \$123,328,000, as compared with \$105,715,000 in the corresponding period of 1915-16. The value of the cacao imported was placed at \$35,996,000, as against \$31,323,000 in the 1915-16 period.

MORE NEW YORK COFFEE FOR ARMY

The Young & Griffin Coffee Company, 97 Water street, New York, is now engaged in roasting, grinding, packing and delivering 257,000 pounds of a high-grade Santos coffee to the United States Army authorities at Hoboken, N. J.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

MITCHELL TELLS OF JAPAN TEA

Supervising Tea Examiner Writes of His Cordial Welcome in Far East and Briefly Surveys the Industry There

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 20, 1917.

A LETTER has just been received by officials of the Treasury Department from George F. Mitchell, Supervising Tea Examiner, who, as is generally known, is studying the tea industry and trading methods of the Far East.

MR. MITCHELL RECEIVES CORDIAL WELCOME

Speaking of his arrival, Mr. Mitchell says: "When I arrived at Nagasaki I found that the Japanese Government and the Japanese Central Tea Traders' Association had sent their Tea Commissioner, who speaks English, to meet me and to accompany me on my trip. The Japanese Government, the Tea Guilds throughout the Islands, and the American tea buyers have given me all the assistance possible, and I have seen the tea industry from A to Z, and feel that I have learned much and collected some valuable information. I have been in practically every tea district of Japan and studied the growing, curing and marketing in each. The Japanese have a saying, 'Hiyakubun ik-ken-ni Shikazu,' which translated means 'One seeing beats a hundred hearings.' This I think is very true."

Taking up the organization of the tea trade, Mitchell says: "The Japanese tea people are wonderfully organized. First, the tea farmers and manufacturers of each county (gun) have their county tea guild, representatives from which make up the Prefecture (Ken) Tea Guilds. Second, the Prefecture Tea Guilds have representatives which make up the Central Tea Traders' Association at Tokyo. Third, the Central Tea Traders' Association is more or less under the Department of Agriculture and Commerce. Each Prefecture Tea Guild has an inspection bureau, and each pound of tea has to be inspected and pay a tax of about 24 sen per 133 pounds before it can be sold to the re-fixing and finishing companies. To guard these prefecture inspection bureaus the Central Association in Tokyo have a corps of inspectors. The 24 sen tax on the raw leaf (tea as fixed by the farmers) amounts to about 9 cents gold on each chest of 80 pounds shipped out of Japan. This money is used to support the Tea Guilds and to advertise in

America and Canada and to run the County and Prefecture Experiment Stations, of which there are many. I was very much interested and surprised to find the 'Read Test' being used by each and every Tea Guild inspection office."

Speaking of cargo space, Mitchell says: "To show how powerful these guilds are, when freight rates advanced so high the other day the Tea Guilds got the Government to require the three big steamship companies to provide enough space for all Japan tea for America at the uniform rate of \$18 per ton; of course, to secure this rate the shippers had to give a guarantee."

ADDRESS OF WELCOME TO MR. MITCHELL

In the *Tea Journal*, published in Tokyo, under date of May 28, appeared a picture of Mr. and Mrs. Mitchell shortly after their arrival in Japan, and an address of welcome by The Ehizuoka-ken Tea Guild, in which was said, in part, "We, the tea producers of Japan, bid you welcome to our land. * * * We are especially glad to have you among us at this season when you may actually observe the preparation of our tea. * * * We sincerely hope that we, as nations, are shoulder to shoulder fighting the common foe of mankind, the commercial ties will become all the closer. We earnestly hope that while inspecting the production of our tea you will become conscious of the deep feeling of gratitude of our people toward the American people, and that on your return you will express this feeling to them."

A subsequent issue of the *Journal* showed a number of pictures of Mr. Mitchell, one being taken while in the Makinohara tea fields, another while standing with Mrs. Mitchell in the doorway of the experimental station at Nishigahara, and a third while beside K. Otani, the dean of the Japanese tea trade, and president of the Japan Central Tea Trades' Association.

BRITISH WARRIORS' TEA BUDGET

More than 31,000,000 pounds of Indian and Ceylon tea were withdrawn last year from bonded warehouses in England to meet the needs of the British army, the navy and the merchant marine abroad. This does not include the requirements of the troops within the United Kingdom.

SPICES AND EXTRACTS

¶A department of particular interest to spice importers, grinders and dealers and to manufacturers of flavoring extracts, perfumes and toilet preparations.

SPICE MEN HOLD MEETING

The Association's "Annual" Was Well Attended—Routine Business Transacted—New Officers Elected

AT the American Spice Trade Association's annual meeting, held at 124 Front street, New York, on August 1, about fifty concerns were represented. Routine business, including the reading of committee reports and the election of new officers, was the order of the day.

NEW OFFICERS ELECTED

The officers chosen for 1917-18 were: President, Lomax Littlejohn, of L. Littlejohn & Co., Inc., New York; vice-president, John Clarke, of John Clarke & Co., New York; treasurer, Benjamin H. Old, of Old & Wallace, New York; secretary, William Archibald, Jr., of Archibald & Lewis Company, New York; director to serve two years, John B. Elliman, of Balfour, Williamson & Co., New York; serve three years, Charles T. Ward, of Francis H. Leggett & Co., New York.

The members of the arbitration committee were chosen as follows: Lomax Littlejohn, John B. Elliman, Eugene W. Durkee, of E. R. Durkee & Co., New York; Samuel Lee, of Hewlett & Lee, New York, and C. Arthur Thayer, of Austin Nichols & Co., Inc., New York.

The retiring president, William D. Weikel, of the Weikel & Smith Spice Company, Philadelphia, said in his annual report that matters which justly merit attention by the association in the near future include fuller posting as to vessels, imports, statistics, crops and the employment of permanent paid counsel. He also outlined the present status of the proposed merger with the Flavoring Extract Manufacturers' Association by saying that the Spice Association directors were empowered to act, but that the Flavoring Extract Association had, at its recent convention, left the matter indefinitely postponed.

In telling about the hearings the Spice Association participated in with the Department of Agriculture about new definitions and standards, E. W. Durkee, chairman of the standards com-

mittee, said that the results of various analyses made by a number of members were submitted and, he understands, were adopted.

THIRD TERM FOR NEW PRESIDENT

President-elect Littlejohn spoke briefly, thanking the members for the honor given him. This is the third time he has been chosen to head the organization; he has also served several times as chairman of the arbitration committee in previous years.

Vice-President John Clarke, who has served eight years as secretary and ten years as director, said that there would soon be some changes in the rules and by-laws, and that probably henceforth the annual meeting will be held in May or June.

SPICES FROM DUTCH EAST INDIES

Large increases are noted in the exports of spices, coffee and tea from the Dutch East Indies to the United States during the first three months of 1917, as compared with the corresponding period of 1916, according to invoices certified at the American Consulate at Batavia. The following tabulation shows the quantities shipped in both periods:

Articles	Three Months Ended—	
	1916	1917
		March 31
Cloves, lbs.....	3,850	31,191
Cassia, lbs.....	363,702	944,338
Mace, lbs.....	47,929	133,480
Nutmegs, lbs.....	53,512	632,380
Pepper (black and white) lbs..	7,963,603	4,816,488
Coffee, lbs.....	477,733	2,480,980
Cocoa, lbs.....	79,976	359,790
Tea, lbs.....	127,679	930,116

We have stood in this country for the idea of equality of opportunity. In our previous wars we have not accepted, in the beginning, that idea of equality of responsibility. That has always followed. But this time, fortunately, our country, our leaders, and our Congress have acted and put upon the statute books the doctrine that equality of opportunity carries with it equality of responsibility, and therefore, so far as necessary, there goes with the munitionment of this country the manhood of the country to carry out the country's humane purpose.—Frank Scott.

EXTRACT CONVENTION DIGEST

A Review and Synopsis of the Proceedings of the Recent Annual Meeting at Chicago

THERE were many interesting papers presented at the eighth annual convention of the Flavoring Extract Manufacturers' Association of the United States, held in Chicago on June 27-29, the subjects dealt with ranging from war taxes and their effect on the industry to the outlook for glass bottles. There was much meat in all the addresses for the members of the flavoring extracts trade.

This year's meeting was notable in that the attendance was nearly double that of last year at Atlantic City, the respective figures being 80 and 42. The Cleveland convention in 1915 brought out 45 members. Another membership matter of considerable importance was the announcement that during the year seven new members were admitted, they being the Great Atlantic & Pacific Tea Company, Newark, N. J.; the Price Flavoring Extract Company, and the Liquid Carbonic Company, both of Chicago; the Mihalovitch Company, and the Mihalovitch Bros. Company, of Cincinnati; J. B. Lynas & Co., Fort Wayne, Ind., and the Boerner-Fry Company, Iowa City, Ia. The association now has 103 active members and 36 associate members, a total of 139.

THE RESOLUTIONS COMMITTEE'S REPORT

Among the more important resolutions adopted by the convention was that condemning as pernicious, monopolistic and contrary to public welfare such of those bills introduced into State Legislatures as are designed to confine the sale of flavoring extracts, patent or proprietary medicines and the ordinary household remedies to registered pharmacists. Another resolution related to the president of the association obtaining from members detailed statements of their costs in manufacturing extracts, with the idea of building up dependable cost systems. It was also resolved that the executive committee be empowered to adopt a uniform design to be used by association members on their stationery. In one of the first resolutions adopted the association affirmed its loyalty to the United States Government and pledged its services, its influence and resources. Thanks were also voted to THE TEA AND COFFEE TRADE JOURNAL, the *American Perfumer and Essential Oil Review* (which was chosen as the association's official organ), and *Simmons' Spice Mill* for the support given the organization in its publicity work.

Among the most interesting papers were "The Outlook for Glass Bottles and Their Probable Prices," which was scheduled for attention by T. M. Levis, of the Illinois Glass Company, but was read by H. C. Ward, the company's Chicago manager, who did not seem very optimistic. "Vanilla Beans," by R. C. Callmeyer, of the Antoine Chiris Company, New York, was read by Burton T. Bush, president of the company, and precipitated an interesting discussion with W. M. McCormick, Dr. May and Dr. Dean about the treatment of vanilla beans. "What Is a Practical Minimum Retail Price and Size Package for Extracts," was the title of a paper by C. F. Sauer, of the C. F. Sauer Company, Richmond, Va., who offered \$250 to head a subscription list for the purpose of obtaining data for building up dependable cost systems. The offer was gracefully declined, on the plea that the work was an association duty. "The Outlook for Essential Oils," read by W. H. Shellman, of the M. L. Barrett Company, Chicago, proved an informative paper, as was the "Citrus Oils" address by W. O. Richtman, of the University of Wisconsin. "Future of Terpeneless Extracts," by B. H. Harrison, of Chicago; "Standardization of Trade Methods, Discounts, etc.," by John L. Clawson, of Philadelphia, and "Possible Economy in the Marketing of Flavoring Extracts," by Dr. G. H. Redmond, were the concluding papers.

Frank L. Beggs, the retiring president, read a very interesting and comprehensive review of the activities of the association during his administration, while Thomas E. Lannen, the association's attorney, reported on the "Legal Status of Contracts Under War Legislation," his address bringing about one of the most exhaustive discussions of the convention. His remarks are to be sent by the association to its members.

THE NEW OFFICERS

The following officers were elected for 1917-18: President, F. P. Beers, of the C. L. Cotton Company, Earlville, N. Y.; first vice-president, Charles D. Joyce, of the A. Colburn Company, Philadelphia; second vice-president, R. E. Heekin, of the Heekin Spice Company, Cincinnati; third vice-president, L. B. Parsons, of Seeman Bros., New York; secretary, Gordon M. Day, Day-Bergwall Company, Milwaukee; treasurer, F. A. Ross, Stickney & Poor Company, Charlestown, Mass.; attorney, Thomas E. Lannen, Chicago. The executive committee includes, besides the officers, F. L. Beggs, Styron, Beggs & Co., Newark, Ohio; T. W. Carman, Baker Extract Company, Springfield, Mass.; R. H. Bond, McCormick & Co., Baltimore; H. Hyde, the Abner Royce Co., Cleveland.

The following were chosen for the specified committees: Resolutions, R. H. Bond, Dr. S. H. Baer (the Blanke-Baer Chemical Company, St. Louis); S. J. Sherer (the Sherer-Gillett Company, Chicago); W. H. Hyde, F. P. Beers, T. W. Carman, T. L. Keough (W. J. Bush & Co., Chicago), and T. E. Lannen. Auditing, R. E. Heekin and F. S. Muchmore, of Halleck-Denton & Co., Newark, N. J. Nominations, W. M. McCormick, L. B. Parsons and C. W. Jennings, of The Jennings Manufacturing Company, Grand Rapids. Obituaries, H. L. Jenks, George H. Redmond and F. M. Boyles, of McCormick & Co. H. L. Klingensmith was made sergeant-at-arms.

SKETCH OF THE NEW PRESIDENT

F. P. Beers, the newly-elected president of the Flavoring Extract Manufacturers' Association of the United States, has long been regarded as one of the live wires of the organization and a man of great energy, tact and executive ability, backed by a winning personality. These are the qualities that are held responsible largely for his success in the extract trade.

He was born in New York about 48 years ago, and entered the flavoring extract business in 1898, as a traveling salesman for the C. L. Cotton Perfume & Extract Company, Earlville, N. Y. He has been with that company ever since, rising through the positions of sales manager and vice-president and becoming president upon the death of C. L. Cotton, founder of the business, in 1907.

Mr. Beers has established an enviable record in the Flavoring Extract Manufacturers' Association, first attracting national attention at the annual convention held in Baltimore in 1912 as chairman of the resolutions committee, after which he was elected a member of the executive board and chairman of the membership committee. In this last-named capacity he broke all Extract Association records for securing the greatest number of applications for membership. At the New York convention in 1914 he acted as chairman of the entertainment committee and was elected secretary of the association, and unanimously re-elected at the Cleveland convention in the succeeding year. Last year, at the Atlantic City convention, he was offered a third term as secretary, but declined and was then unanimously chosen first vice-president, this year going onward to the presidency.

"We desire no conquest, no dominion. We seek no indemnities for ourselves, no material compensation for the sacrifices we shall freely make."
—President Wilson's address before Congress, April 2, 1917.

STANDARDS FOR MUSTARD SEED

U. S. Department of Agriculture Issues Definitions and Gives Method for Determining Volatile Oil

ACCORDING to a recently-issued ruling by the United States Department of Agriculture, mustard seed is the ripe seed of *Sinapis alba* L. (white mustard), *Brassica nigra* (L.) Koch (black mustard), *Brassica juncea* Hook. f. et Th., or the varieties or closely related species of the types of *Brassica nigra* and *Brassica juncea* Hook. f. et Th., e. g., *Brassica cernua* Thunb., containing not more than 5 per cent of other seeds or other foreign matter, and yields not more than 5 per cent of total ash nor more than 1.5 per cent of ash insoluble in hydrochloric acid. Mustard seed, except that obtained from *Sinapis alba* L., yields a volatile oil similar in character and composition to the volatile oils yielded by the above-mentioned species, and when assayed by the method outlined below the yield of volatile oil is not less than 0.6 per cent, calculated as allyliso-thiocyanate:

METHOD FOR DETERMINATION OF VOLATILE OIL

Place 5 grams of the ground seed (No. 20 powder) in a 200-ml flask, add 100 mls of water, stopper tightly, and macerate for two hours at about 37 degrees C. Then add 20 mls of U. S. P. alcohol (95 per cent), and distill about 60 mls into a 100-ml volumetric flask containing 10 mls of 10 per cent ammonium hydroxid solution, taking care that the tip of the condenser dips below the surface of the ammonium hydroxid solution. Add 20 mls of 0.1 N silver nitrate solution to the distillate, set aside over night, heat to boiling on a water bath (in order to agglomerate the silver sulphid), cool, make up to 100 mls with water, and filter. Acidify 50 mls of the filtrate with about 5 mls of concentrated nitric acid, and titrate with 0.1 N ammonium thiocyanate, using 5 mls of 10 per cent ferric ammonium sulphate solution for an indicator. Each ml of 0.1 N silver nitrate consumed equals 0.004956 grain of allyliso-thiocyanate.

COFFEE AND SPICES FROM MEXICO

During the three months ended June 30, 1917, the American Consulate at Vera Cruz recorded invoices for the United States for 14,886,162 pounds of coffee, 6,326 pounds of vanilla, 743 pounds of saffron and 8,219 pounds of Linaloe essential oils.

One of the great by-products of the war is going to be that we will not only secure to civilization permanency of democracy, but we will ourselves recognize our duties of citizenship under a democracy.—Frank A. Vanderlip.

GROCERY TRADE DIGEST

¶The most important news happenings of the month boiled down for busy readers.

PROFITS OF GROCERY TRADE FIGURED

Gross profits in the wholesale grocery business in the United States in 1916 varied from 7.7 to 17.2 per cent, with 12 per cent of net sales as the common figure, according to statistics recently made public by the Business Research Bureau of Harvard University.

KELLOGG CORN FLAKE COMPANY WINS DECISION

The Kellogg Toasted Corn Flake Company has been awarded a decision by which the Kellogg Food Company is restrained from using the name "Kellogg" as a trade brand on its food products. The opinion was handed down in Michigan by Judge North, of the Circuit Court for Calhoun County.

WHOLESALE OFFER NATION STORAGE SPACE

The National Wholesale Grocers' Association has offered the Government such storage space as may be required in various cities for stocks gathered by the General Munitions Board. The offer has been accepted, and members of the association are sending details of their storage facilities to Washington.

LARGE STORES FIGHT RETURNED GOODS EVIL

Many large stores in all lines, particularly groceries, have entered into an agreement to put a seven-day limit on the return goods privilege, and also are consolidating delivery routes and teaching women to carry their small parcels home themselves. The movement is nation-wide.

LEADING MERCHANTS ARE CUTTING DELIVERIES

Following a meeting in Washington early in the month of more than 100 of the country's leading retail merchants of all kinds, deliveries in some cities have been cut from five a day to two, and will be further reduced if necessary.

JAPAN SEEKING MATCH TRADE HERE

At a recent conference of Japanese match makers in Tokio, Mr. Oka, director of the Commercial and Industrial Bureau, recommended a definite plan for standardization of matches for export. A high standard is to be maintained, and it is expected that Japanese matches will soon

take the place of the Swedish article in the United States.

THE NATIONAL WHOLESALE AT WASHINGTON

The newly-established Washington office of the National Wholesale Grocers' Association is located in the Real Estate Trust building, Fourteenth and H streets. Secretary Alfred H. Beckmann is in charge there, dividing his time between New York and Washington.

CONTENTS ON OLIVE PACKAGES

The Bureau of Chemistry, United States Department of Agriculture, is of the opinion that the quantity of the contents should be declared upon packages of olives in brine in terms of weight of the drained olives, except that, when using containers of such shapes that when filled to capacity there is no material difference between the volume of the drained product and the liquid measure of the container, the contents may be declared in terms of liquid measure of the drained olives.

BUMPER PEANUT CROP PREDICTED

Preliminary estimates of the acreage planted to peanuts in the United States in 1917 show an increase of 60.7 per cent over the 1916 planting, or a total of 2,001,000 acres. Only 17,000 of the total number of acres are located outside of the Southern States. Texas leads with 600,000 acres, Georgia coming second with 420,000 acres.

OBITUARY

GEORGE M. BRECK

George M. Breck, a member of the importing and jobbing concern of John O'Donohue's Sons, 88 Front street, New York City, and for many years well known to the coffee trade of the country, died July 6.

THOMAS ROBERTS

Thomas Roberts, one of the oldest and most prominent merchants in Philadelphia's general jobbing grocery trade, died June 20 at York Harbor, Me., in his eighty-fifth year. About eighteen months ago Mr. Roberts gave up active connection with business, turning his interests over to his sons, Thomas, Jr., and George.

EDWARD W. MCCARTHY

Edward W. McCarthy, head of the house of McCarthy Bros. Tea & Coffee Company, importers at San Rafael, Cal., died on July 3 in his sixty-third year. He was a native of Ireland, and is said to have left an estate valued at \$750,000.

PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications,
Certificates Issued and Labels and Prints
Registered During the Month

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Aug. 1, 1917.

HERE follows a complete record of the activities of the United States Patent Office during the month of July, in so far as they apply to the tea, coffee, spice and general grocery trades:

PATENTS GRANTED

1,231,372. Detachable Coffee-Pot Handle. Ira Jones, Pottstown, Pa. In combination with a receptacle provided at its sides with loops having recesses located at their upper edges and a handle comprising a bracket having outstanding arms and provided with extremities adapted to pass through the recesses and enter the loops whereby the end portions of the arm may fit in the recesses of the loops, one of the extremities being provided with an opening and one of the loops being provided with an aperture and a spring-pressed catch bolt, slidably mounted upon the handle and adapted to enter the said aperture and the opening whereby the handle is secured in position with relation to the receptacle. (Illustrated.)

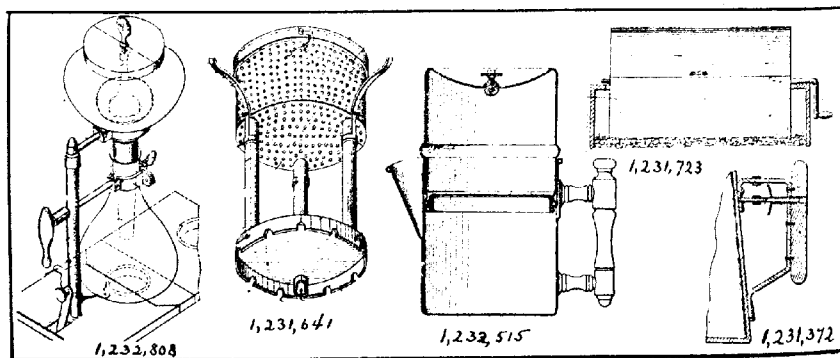
1,231,641. Coffee Percolator. Rufus A. Parent, South Tacoma, Wash. A percolator comprising a base provided with a depending flange around the periphery thereof, a containing receptacle, a plurality of tubes supporting said containing receptacle, each tube provided with means upon the lower end thereof for facilitating the entrance of liquid into said tubes, each tube also being provided with a perforated upper end extending into said containing receptacle, said container comprising a perforated body, said flange of said base provided with means for permitting the passage of liquid to said base, and spring members secured to said tubes and being outwardly bowed for holding

said percolator in a substantially central position upon a support. (Illustrated.)

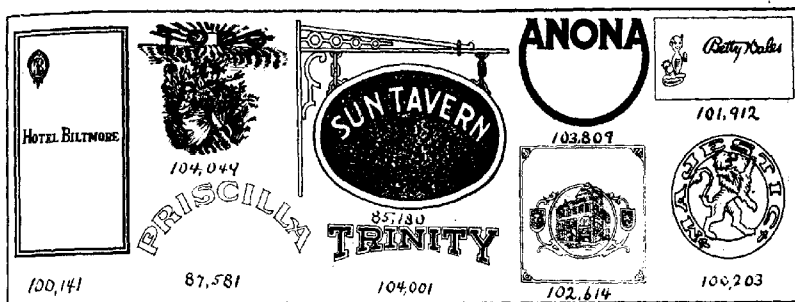
1,231,723. Coffee Roasting Machine. John W. Fisse, Leonardtown, Md. In combination with the firebox of a stove, a coffee roasting machine comprising a rectangular frame having its lower end extending into said firebox and resting upon the fuel therein, reinforcing wires extending around the upper edge of the frame and having oppositely disposed depressions therein, a shaft rotatably mounted in said depressions and having the ends thereof extending outwardly from the frame and engaging the upper surface of the stove so as to limit the movement of the frame into the firebox, said shaft having a crank handle on one end which extends beyond the adjacent side of the stove, a cover for said frame engaging said shaft to prevent displacement thereof when resting on said stove and a drum secured to the shaft and rotatable within the frame. (Illustrated.)

1,232,808. Percolator. Loeser Kalina, Brooklyn, N. Y. In a coffee percolator, the combination of a supporting bracket, a pillar projecting upwardly therefrom, a sleeve slidable on said pillar, means carried by said sleeve for supporting an infuser, means carried by said sleeve for supporting a bowl, a pan in which said bracket may be removably placed, a cover slidable on said pan to cover said bracket, and means in said cover for receiving a suitable heating medium to heat the contents of said bowl. (Illustrated.)

1,233,515. Coffee Pot. Philip H. Serio, assignor to National Aluminum Works, Elmira, N. Y. A coffee pot comprising a lower container, an upper receptacle adapted to fit in an inverted position within the lower container with its lower edge formed with an inwardly-extending bead lying in close proximity to the inner wall of the lower container, a filtering cloth closing the lower end of the upper receptacle and lying with its edges between the outer face of the upper receptacle and the inner face of the lower container, and an open retaining ring for the cloth having a tapered portion adapted to project into the bead at the lower part of the upper receptacle, said



INVENTIONS WHICH WERE PATENTED DURING THE MONTH OF JULY



TRADE MARKS WHICH HAVE BEEN FAVORABLY ACTED UPON BY THE PATENT OFFICE

ring having an inwardly extending flange at its upper edge to serve as a support for the filtering cloth, and an outwardly extending flange at its lower edge to serve as a shoulder to co-operate with the bead to limit the movement of the ring within the upper receptacle. (Illustrated.)

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Halco" and crest. No. 117,254. Martin L. Hall Co., Boston, Mass. Coffee. First use, November, 1910. Registered June 26, 1917.

"Koffysub." No. 117,424. Silvio de Bonis, Oakland, Cal. Food beverage composed of roasted grains and fruits. First use, Oct. 6, 1916.

"Tops All." No. 117,428. Albert Ehlers, Brooklyn, N. Y. Tea, coffee, extracts for food flavoring, rice, spices, celery salt, curry powder, paprika, thyme, sage and marjoram. First use, Oct. 14, 1916.

"Aunt Mary's." No. 117,448. The E. S. Kibbe Co., Hartford, Conn. Roasted coffee. First use, January, 1909.

"Penza." No. 117,478. Sears, Roebuck & Co., Chicago, Ill. Tea. First use, March 5, 1907.

"Apalda." No. 117,479. Sears, Roebuck & Co., Chicago, Ill. Tea. First use, March 5, 1907.

"Postal." No. 117,482. Philip L. Sommer, New York City. Coffee. First use, Oct. 24, 1916.

"Temple Garden" and scene. No. 117,488. The Temple Garden Co., Boston, Mass. Tea, coffee, cocoa, chocolate, spices, extracts for flavoring foods and olive oil. First use, Feb. 1, 1909.

Registered July 10, 1917.

"Clover Leaf" and picture of four-leaf clover. No. 117,580. Nave-McCord Mercantile Co., St. Joseph, Mo. Coffee. First use, Feb. 1, 1897.

Registered July 17, 1917.

PRINTS REGISTERED

This is a record of prints which have been registered and for which certificates have been issued:

"Yuban Chosen for Men by Men." No. 4,711.

Arbuckle Bros., New York City. Coffee. Registered June 26, 1917.

TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING JUNE 26, 1917

Picture of a building and ornamental design. No. 102,614. Sterling J. Castle, Shreveport, La. Coffee and chicory.

"Anona." No. 103,809. Arbuckle Bros., New York City. Teas and coffees.

"Trinity." No. 104,001. Young & Griffin Coffee Co., Inc., New York City. Roasted coffee.

"Todo" and picture of a woman carrying a child. No. 104,049. Nortrop Cabarrus Co., Inc., New Orleans, La. Coffee.

WEEK ENDING JULY 3, 1917

"Sun Tavern." No. 85,180. Edmands Coffee Co., Boston and Worcester, Mass., and Detroit, Mich. Coffee, tea and cocoa.

"Priscilla." No. 87,581. Abraham & Straus, Brooklyn, N. Y. Extract of vanilla, ginger, cloves, ground and whole cinnamon, black and white pepper, coffee, tea, chocolate, cocoa and other food products.

"Hotel Biltmore" in rectangle. No. 100,141. Beau-Site Company, New York, N. Y. Coffee.

WEEK ENDING JULY 17, 1917

"Majestic" and design. No. 100,203. The Majestic Supply Co., Columbus, Ohio. Extracts for food purposes, olive oil and other food products.

"Betty Wales" and "Plushkin" and figure of a doll. No. 101,912. Goldman Costume Company, New York, N. Y. Coffee, tea, spices, smoked ham, bacon and other food products.

"Kreamerware." No. 103,695. A. Kreamer, Inc., Brooklyn, N. Y. Spice cabinets.

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

CAFFEIN AND URIC ACID

Effect of Ingestion of Coffee, Tea and Caffein on the Excretion of Uric Acid in Man*

BY LAFAYETTE B. MENDEL

AND

EMMA L. WARDELL

Sheffield Laboratory of Physiological Chemistry, Yale University

THE widespread use of coffee as a beverage, together with the marked physiologic effects attendant on the ingestion of caffeine, either directly or as one of the constituents of coffee, naturally led physiologic chemists to investigate the fate of caffeine in the body. As far back as 1850, Lehmann¹ reported that after caffeine had been administered in the food no trace of it as such was found in the urine. Experiments reported by later investigators show widely varying results, but most of them indicate that after coffee has been drunk or caffeine administered with the diet, only a very small part of the ingested caffeine appears unchanged in the urine.

In the meantime 1-7-dimethylxanthin, 1-monomethylxanthin and 7-monomethylxanthin had been isolated from human urine and carefully studied. Not many years later Albanese,² in experiments with dogs, and Bondzynski and Gottlieb,³ in experiments with dogs, rabbits and men, demonstrated that the monomethylpurins of the urine are formed by the demethylation of ingested dimethylpurins and trimethylpurins. Krüger and Salomon⁴ furnished a remarkable analysis of the purin base content of normal human urine, and Krüger and Schmidt⁵ demonstrated that since there is every reason to believe that in man the methyl groups are decreasingly stable in the order

7, 1, 3, the methyl purins of normal human urine can be easily accounted for by the removal of the methyl group occupying position 3 from the methylated purins of the food.

Since demethylation is known to take place, it seems quite possible that some of the ingested caffeine may be completely demethylated, and the resultant purin subsequently oxidized into uric acid. In 1868, Leven,⁶ using a very inaccurate method, found no increase in uric acid after drinking coffee. Schutzkwer⁷ and Minkowski⁸ reported that caffeine did not increase the uric acid excretion of dogs. These results are not surprising to-day, since the chief end-product of purin metabolism in the dog is now known to be not uric acid, but allantoin; and it is interesting to compare these early observations with those of Schittenhelm,⁹ who found that in dogs caffeine does cause an increase in excretion of uric acid and of allantoin.

Burian and Schur¹⁰ and Zagari and Pace¹¹ reported that in men the ingestion of caffeine has no effect on the quantity of uric acid excreted. According to Hess and Schmoll,¹² on the contrary, there is an increase after tea and cocoa drinking, and a similar increase was obtained by Haig¹³ and Taylor¹⁴ after coffee drinking. Haig's results are scarcely dependable, owing to his use of the inaccurate Haycraft method; and in Taylor's experiments it is very difficult to account for so large an increase in uric acid as the result of ingestion of so small a quantity of coffee on the basis of caffeine as the sole cause of increased uric acid excretion. Although these early observations are of great interest, they can scarcely be accepted as incontrovertible proof of the relation of caffeine ingestion to uric acid excretion, since none of the earlier methods for the quantitative deter-

* Reprinted by permission from the Journal of the American Medical Association.

¹ Lehmann: *Lehrbuch der physiologischen Chemie*, 1850, 2, 387.

² Albanese, M.: *Arch. f. exper. Path. u. Pharmacol.*, 1895, 35, 449; *Ber. d. deutsch. chem. Gesellsch.*, 1899, 32, 2280.

³ Bondzynski, S., and Gottlieb, R.: *Arch. f. exper. Path. u. Pharmacol.*, 1895, 35, 45; *ibid.*, 1896, 37, 335.

⁴ Krüger, M., and Salomon, G.: *Ztschr. f. physiol. Chem.*, 1898, 24, 364; *ibid.*, 1898-1899, 26, 260.

⁵ Krüger, M., and Schmid, J.: *Ztschr. f. physiol. Chem.*, 1901, 32, 104.

⁶ Leven: *Arch. de physiol. norm. et path.*, 1868, 1, 179.

⁷ Schutzkwer, N.: *Inaug. Diss.*, Königsberg, 1882.

⁸ Minkowski, O.: *Arch. f. exper. Path. u. Pharmacol.*, 1898, 41, 375.

⁹ Schittenhelm, A.: *Therap. Monatsh.*, 1910, 24, 113.

¹⁰ Burian, R., and Schur, H.: *Arch. f. d. ges. Physiol. (Pflüger's)*, 1900, 80, 241.

¹¹ Zagari, G., and Pace, D.: *R. Acc. med. chir. di Napoli*, 1897.

¹² Hess, N., and Schmoll, E.: *Arch. f. exper. Path. u. Pharmacol.*, 1896, 37, 243.

¹³ Haig: *Uric Acid as a Factor in Causation of Diseases*, London, 1896.

¹⁴ Taylor, A.: *Am. Jour. Med. Sc.*, 1899, 118, 141.

mination of uric acid were sufficiently exact to show accurately the slight increase in uric acid excretion that might possibly follow coffee drinking.

Quite recently, however, Benedict¹⁵ has reported a single carefully conducted experiment in which the results indicate that ingestion of caffeine does slightly increase the excretion of uric acid.

NEW EXPERIMENTS

The present series of investigations was undertaken with the object of determining more exactly the effect of caffeine ingestion on the excretion of uric acid.

Plan and Methods.—The subject of the experiment was placed on a purin-free diet consisting of eggs, milk, bread, butter and fruit. To this ration, after the excretion of uric acid had reached an endogenous level, there was added on each of five consecutive days a known quantity of a strong coffee infusion, of which the caffeine content was determined.

The urine was collected in 24-hour periods, beginning and ending at 7 A. M. Total nitrogen was determined by the Kjeldahl-Gunning method, creatinin by the Folin method and uric acid by the Benedict modification¹⁶ of the Folin-Denis method. Owing to certain difficulties in the technic of this procedure which were encountered in the course of our study, a slight modification of the method was devised.¹⁷

No experiments were performed to determine the reaction of caffeine, heteroxanthin, paraxanthin or 1-methylxanthin with the uric acid reagent, but since the work of Lewis and Nicolet¹⁸ indicates that none of the methylated xanthins causes a color development with the uric acid reagent, it was assumed that the presence of methylated xanthins in the urine offered no obstacle to the use of the Benedict method.

The daily ration of coffee was prepared by boiling 110 gm. of coffee in a liter of water for twenty minutes, decanting, making up to 1 liter, removing a 50 c.c. aliquot for analysis, and concentrating the remainder to about 400 c.c. The caffeine content was obtained thus: The sample was diluted to 200 c.c., precipitated with basic lead acetate and filtered; after removal of any excess of lead with hydrogen sulphid, the filtrate was concentrated on a water bath to 50 or 75 cc., cooled and extracted four times with its own volume of chloroform; the chloroform extract was heated on an electric plate for two hours at 75 C., cooled, and weighed as caffeine.

Experiment with Coffee.—The first experiment consisted of the ingestion of a purin-free diet until the endogenous level of uric acid excretion was reached, followed by the addition of large quantities of coffee to this diet on each of five consecutive days, and the resumption of the simple purin free diet until uric acid excretion again reached an endogenous level. The results of this experiment are shown in Table 1.

TABLE 1.—EFFECT OF COFFEE INGESTION ON URIC ACID EXCRETION

Date	Body Weight, Kg.	Composition of Urine—			
		Vol- ume, C.c.	Total Nitro- gen, Gm.	Creat- inin, Mg.	Uric Acid, Mg.
March 10*.....	48.3	1,115	6.47	799	272
11*.....	...	1,110	8.28	789	268
12*.....	48.5	855	7.45	767	217
13*.....	47.9	1,335	9.30	747	251
14*.....	47.9	1,205	8.99	763	270
15†.....	47.8	2,050	9.45	761	358
16†.....	47.2	1,105	9.26	792	453
17†.....	47.6	1,065	8.52	787	469
18†.....	...	1,375	9.81	763	537
19†.....	47.5	1,595	8.78	801	461
20†.....	47.9	1,180	7.81	803	389
21*.....	48.0	1,350	8.77	781	276
22*.....	47.0	1,130	9.23	750	269

Remarks on Diet:

* Purin-free.

† Purin-free, with daily allowance of coffee containing 1.3 gm. caffeine.

From these results it is evident that the ingestion of large quantities of coffee is followed by a marked increase in the quantity of uric acid excreted.

Experiment with Decaffeinated Coffee and Caffein.—In order to determine whether or not the increased uric acid excretion observed in the first experiment was due to the caffeine ingested, the subject was again placed on a purin-free diet until the excretion of uric acid reached an endogenous level; then for each of eight consecutive days there was added to the diet an infusion of a decaffeinated coffee (Kaffee Hag¹⁹) prepared in exactly the same way as the coffee of the preceding experiment. On the fifth and sixth days of Kaffee Hag ingestion, there was added to the Kaffee Hag 0.47 gm. of caffeine in the form of caffeine citrate; on the seventh and eighth days, 0.94 gm. was added in the same way. On the next day purin-free diet was resumed, and continued until uric acid excretion again reached an endogenous level. The results of this experiment are shown in Table 2.

Since the addition of Kaffee Hag to the diet was not followed by any increase in uric acid excretion until caffeine was also included in the ration, it seems safe to assume that the increased uric acid excretion of the first experiment was due to the caffeine of the ingested coffee.

¹⁵ Benedict, S. R.: *Jour. Lab. and Clin. Med.*, 1916, 2, 1.

¹⁶ Benedict and Hitchcock: *J. Biol. Chem.*, 29, 619.

¹⁷ Neuwirth: *J. Biol. Chem.*, 29, 477. Details of this work will be reported by Dr. L. Jean Bogert, of this laboratory, in the *Journal of Biological Chemistry*.

¹⁸ Lewis and Nicolet: *J. Biol. Chem.*, 10, 869.

¹⁹ For analysis of Kaffee Hag, see Part V of the Report of the Connecticut Agricultural Experiment Station, New Haven, 1915.

TABLE 2.—THE EFFECT OF KAFFEE HAG AND CAFFEINE INGESTION ON EXCRETION OF URIC ACID

Date	Body Weight, Kg.	Composition of Urine			
		Volume, C.c.	Total Nitrogen, Gm.	Creatinin, Mg.	Uric Acid, Mg.
March 29 [*]	48.3	1,175	8.77	780	374
30 [*]	48.3	975	8.48	790	286
31 [*]	48.4	1,000	8.93	794	285
April 1 [†]	1,320	9.80	809	290
2 [†]	48.3	1,270	8.28	816	241
3 [†]	48.2	1,050	8.74	773	241
4 [†]	47.8	1,350	8.17	804	307
5 [†]	48.1	1,300	7.78	752	332
6 [†]	47.5	1,480	8.05	807	366
7 [†]	47.2	1,370	7.78	765	355
8 [†]	675	7.62	750	264
9 [†]	47.6	825	8.22	743	268
10 [†]	47.6	1,060	8.43	728	274

Remarks on Diet:

* Purin-free.

† Purin-free, with Kaffee-Hag.

‡ Purin-free, with Kaffee-Hag and 0.47 gm. caffeine daily.

§ Purin-free, with Kaffee-Hag and 0.94 gm. caffeine daily.

Experiment with Tea.—As tea also contains large quantities of caffeine, it seemed possible that an experiment on tea ingestion might prove of interest. Except that tea was substituted for coffee, the procedure was like that of the first experiment. Each day's ration of tea was prepared by pouring 400 c.c. of boiling water on 28 gm. of tea, allowing it to steep for twenty minutes and decanting. Caffeine was determined by the same method as in the earlier experiment. The results of this experiment are shown in Table 3.

TABLE 3.—EFFECT OF TEA INGESTION ON THE EXCRETION OF URIC ACID

Date	Body Weight, Kg.	Composition of Urine			
		Volume, C.c.	Total Nitrogen, Gm.	Creatinin, Mg.	Uric Acid, Mg.
April 8 [*]	675	7.62	750	264
9 [*]	47.6	825	8.22	743	268
10 [*]	47.6	1,060	8.43	728	274
11 [†]	47.3	1,355	8.12	757	312
12 [†]	47.3	1,600	7.84	776	333
13 [†]	47.6	1,240	7.62	769	348
14 [†]	47.9	850	8.68	810	336
15 [†]	1,320	10.03	797	293
16 [†]	48.3	1,350	9.45	764	295

Remarks on Diet:

* Purin-free.

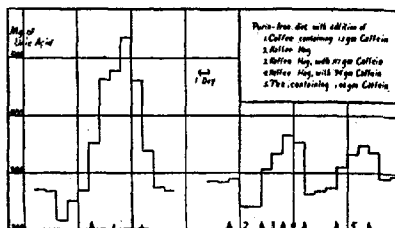
† Purin-free, with tea, containing 0.46 gm. caffeine daily.

It was found that the ingestion of caffeine in tea was immediately followed by increased uric acid excretion.

A comparison of the three tables reveals the fact that the increase in uric acid excretion was proportional to the quantity of caffeine ingested; this relation is shown in the graph. The increase in the amount of uric acid excreted could be explained as perhaps due to the demethylation and subsequent oxidation of about 13 per cent of the ingested caffeine.

COMMENT

The results of this series of investigations suggest interesting possibilities for further research. Additional experiments should be performed to determine whether or not the increase in uric



RELATION OF INGESTION OF COFFEE, CAFFEINE AND TEA TO EXCRETION OF URIC ACID

acid excretion is always directly proportional to the quantity of caffeine ingested. At the same time the purin base content of the urine should be determined in order to learn whether the increase in uric acid excretion is due directly to the conversion of caffeine itself into uric acid or to an indirect stimulation of purin metabolism.

The whole question is further complicated by the presence of tannin derivatives in all beverages under discussion. Earlier observations of Levison,²⁰ Dolf,²¹ Bohland,²² and Sabreza and Frezal²³ indicate that ingestion of tannic acid and tannin causes a decrease in uric acid excretion; those of Weiss²⁴ and Ulrici²⁵ fail to show any such results. This phase of the problem could be settled by an experiment similar to the second one of this series, a detannated coffee being used in place of a decaffeinated product.

Finally, it would doubtless prove interesting to perform similar series of experiments with dogs and rabbits in order to study the effect of caffeine ingestion on the excretion of uric acid and of allantoin in species in which uric acid is not the prominent normal end-product of purin metabolism.²⁶

SUMMARY

Slight modifications of Benedict's method for determining uric acid make possible more accurate determinations than have hitherto been obtained.

The addition of a strong coffee infusion to a purin-free diet causes a marked increase in the excretion of uric acid.

²⁰ Levison, C.: Ztschr. f. klin. Med., 1894, 26, 293.²¹ Dolf, F.: Inaug. Diss., Bonn, 1898.²² Bohland, K.: München. med. Wchnschr., 1899, 46, 565.²³ Sabreza and Frezal: Jour. de physiol. et path. gen., 1899, 1, 221.²⁴ Weiss, J.: Ztschr. f. physiol. Chem., 1899, 27, 216.²⁵ Ulrici, F.: Arch. exper. f. Path. u. Pharmacol., 1901, 46, 321.²⁶ In addition to the references already given, the following will be found of interest:

Bruggsch, T., and Schittenhelm, A.: Der Nucleinstoffwechsel und Seine Störungen, 1910.

Jones, W.: Nucleic Acids, 1914.

Krüger, M., and Schmidt, J.: Arch. f. exper. Path. u. Pharmacol., 1901, 45, 259; Ztschr. f. physiol. Chem., 1905, 45, 1.

McCrudden, F.: Uric Acid, 1906.

The addition of Kaffee Hag—a decaffeinated coffee product—to a purin-free diet does not cause any increase in the excretion of uric acid. If, however, caffeine is added to the Kaffee Hag, the excretion of uric acid is decidedly increased, as in the case of coffee.

The effect of adding tea to a purin-free diet is similar to that obtained by adding coffee to the same diet.

The increase in excretion of uric acid after adding coffee, tea or caffeine to a purin-free diet seems to be proportional to the quantity of caffeine ingested.

The increase in the amount of uric acid excreted under these conditions is equal to the quantity of uric acid which would be obtained by the demethylation and subsequent oxidation of from 10 to 15 per cent of the ingested caffeine.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

F. G. VARRELMAN, formerly partner of G. W. Vanderhoef & Co., New York, was recently placed in charge of the coffee department of the Produce & Warrant Company, Inc., New York. Mr. Varrelman is well equipped for the position, having been identified with the coffee business for the past 26 years. This firm moved August 1 into new and larger quarters at 78-80 Wall street.

WILLIAM B. HARRIS, coffee expert of the United States Department of Agriculture, who recently retired from the coffee importing business, but contemplates returning to active participation again this month, passed the time from July 13 to August 1 in motoring among the resorts in the Adirondacks, along Lakes George and Champlain and going as far north as Montreal.

E. E. HOOKER, who for many years was in charge of the sales of the American Sugar Refining Company in the Middle West, with headquarters at Chicago, has joined the concern's general sales department at the New York office.

W. H. ABORN, of Aborn & Cushman, Front street coffee brokers in New York, was holidaying at Amagansett, L. I., during the latter part of July.

T. P. JONES, having resigned after nine years as sales manager in the California territory for the Shredded Wheat Company, is indulging in a three months' motor trip through the California Sierras. He expects to go into business for himself this fall.

EDWARD ABORN, New York coffee broker at 39 Old Slip, is spending alternate weeks on his Vermont farm at Dorset and in New York.

WILLIAM POETTINGER, general manager of the A. W. Straub Company, manufacturer of Quaker City coffee grinding mills, Philadelphia, is planning a long business trip to Pittsburg, Cincinnati, Dayton, Indianapolis, Chicago, Minneapolis, Kansas City, St. Louis and other cities. This is the jubilee year of the Straub Company, its fiftieth birthday, so to speak.

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make for Self-Reliance and Freedom, in Blending Sentiment with Business

THE FLAG SPEAKS

I am whatever you make me, nothing more.

But always, I am all that you hope to be, and have the courage to try for.

I am song and fear, struggle and panic, and ennobling hope.

I am the day's work of the weakest man, and the largest dream of the most daring.

I am the constitution and the courts, statutes and the statute makers, soldier and dreadnaught, drayman and street sweep, cook, counselor and clerk.

I am no more than what you believe me to be.

My stars and stripes are your dream and your labors. For you are the makers of the flag and it is well that you glory in the making.—FRANKLIN K. LANE.

SUFFERING

Let me learn day by day the value and high doctrinality of suffering. Let me suffer always; not more than I am able to bear, for that drives a man mad; but still to suffer some, and never to sink up to my eyes in comfort and grow dead in virtues and respectability.—ROBERT LOUIS STEVENSON.

THE GENTLEMAN

The Gentleman is a man of truth, lord of his own actions, and expressing that lordship in his behavior: not in any manner dependent and servile, either on persons, or opinions, or possessions.—EMERSON.

SELF BETTERMENT

See that no day passes in which you do not make yourself a somewhat better creature; and in order to do that, first find out what you are now.—RUSKIN.



THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

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OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXIII.

AUGUST, 1917

No. 2

CONSERVING TEAS AND COFFEES

In connection with suggestions as to economies in the tea and coffee trade which we have been asked to submit to the Council of National Defense, we are completing a survey of trade conditions which shows, briefly, ample supplies of coffee and diminishing supplies of teas. There is urgent call for the Shipping Board providing boats to move needed teas over the seas and putting an end to the exorbitant freight charges. More reasonable tea prices for the Government and the consumer can be obtained only in this way.

NO PROFITEERING IN TEAS AND COFFEES

We are in hearty accord with Colonel Roosevelt's declaration that "no man in America has a right to become tremendously wealthy as a result of this war." The Colonel believes that letting some one do your bit for you is "pawnbroker patriotism," and we agree with that sentiment also. Business houses in the tea and coffee trade can best demonstrate their patriotism by declining to take an unfair advantage of the Government's position or the consumer's need in the present extremity. Let us resolve that there shall be no profiteering in this trade and then let each man become his brother's keeper in living up to the resolve. This applies with equal force to bankers, commission men, importers, jobbers and dealers.

LET US HAVE NO DISLOYALTY IN THIS FIELD

It has been estimated that every ton of American food withheld from Germany now will be equivalent to the withdrawal of ten men from her battle front and the saving of one American soldier's life. Tea and coffee are food drinks. Any house in this trade which directly or indirectly aids an enterprise designed to smuggle these products into Germany is playing traitor to America's cause. Let no such concern be trusted.

UNFAIR FORMOSA TEA COMPETITION

If the Japanese-Formosa steamship lines wish to continue to have free access to our ports, it may be well for them to remember that any discrimination against American tea merchants in the matter of freight space allotment is most unwise just at this time. Certain American and British houses were pioneers in the Formosa tea business and had the trade well developed before Japan acquired the island and entered upon the questionable policy of exploiting all its resources for the exclusive benefit of Japanese interests. The freight rate discrimination in favor of a powerful Japanese house, which is charged by the United States Consul at Taipei, is the most recent count in the favoritism indictment against the Japanese authorities.

If these unfair discriminations continue, wouldn't the United States be justified in adopting retaliatory measures? Why shouldn't the Japanese steamship lines be treated as common carriers?

Have our Japanese friends considered that their present course of conduct is calculated to endanger their market for Formosa teas in this country?

The British and American tea merchants who made this market originally can remake it, if need be, and, with the right kind of patriotic appeal, the American tea drinkers could be made to forget Formosa tea—granting, for sake of argument, that its equal couldn't be produced in China, Java or Ceylon.

And isn't this freight situation another argument in favor of an American merchant marine?

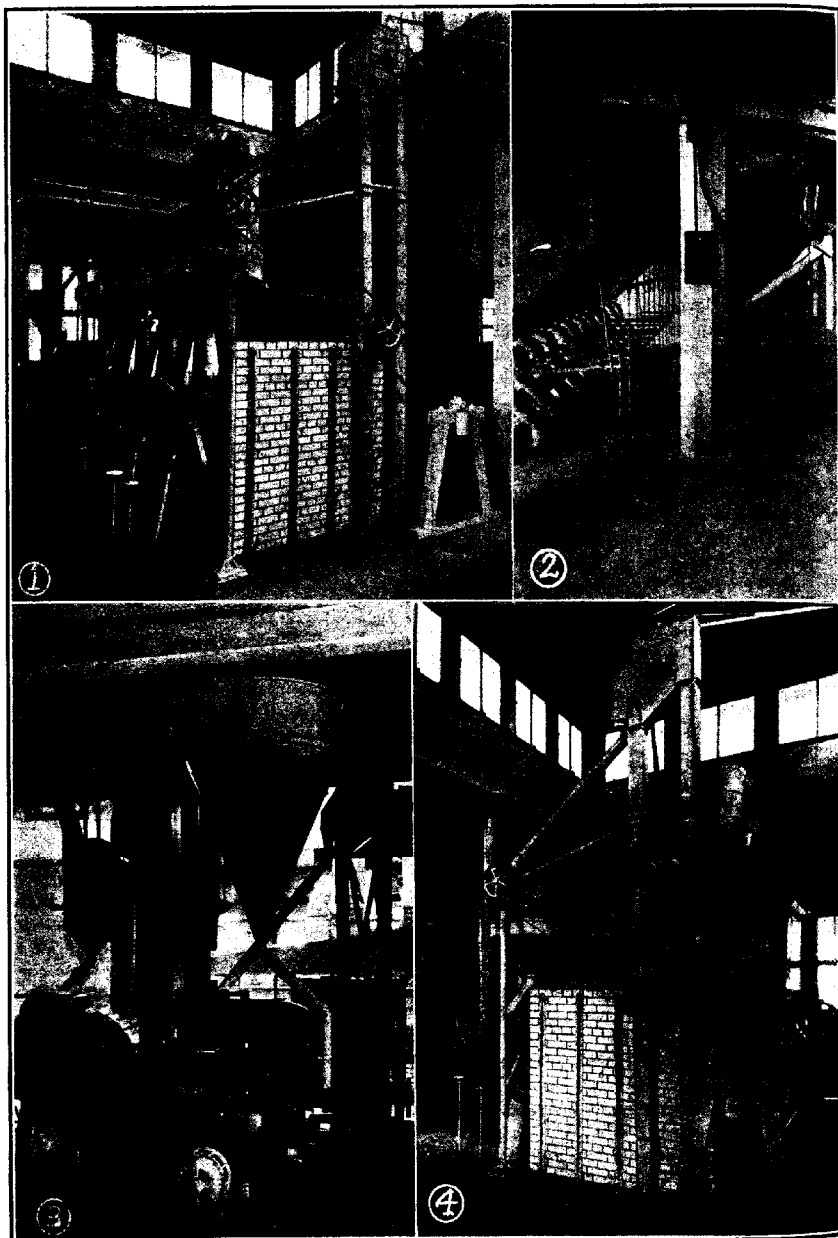
THE TEA AND COFFEE TAX SITUATION

We do not follow President Seelye, of the National Coffee Roasters' Association, when, in his argument designed to prove that a coffee tax is a form of mistaken patriotism, he says it will injure the business and curtail consumption. On the other hand, we are inclined to agree with ex-President Weir that if the Government deems a tax necessary the trade should put patriotism first and personal convenience second.

If a tax is imposed the business will soon become adjusted to it and it won't mean any lessening in the consumer demand. In some cases it may add to the cost of doing business, where the roaster and dealer are too scrupulous to try to pass it all on to the consumer, but such extra burdens are to be expected in war time and should be borne with a nice fortitude. At the same time we recognize that coffee has not advanced in price to the consumer and that the roaster and packer has not thus far seen any war profits coming his way, although roasting, packing, labor and selling costs have been steadily mounting. The exclusively green coffee interests have not shared in these sorrows to the same extent.

As regards tea, the situation is a complicated one, due to excessive freight charges and lack of tonnage, relief from which is clearly up to the Government to provide. The consumer is paying more for tea than he should and the packer's and dealer's profits have been much reduced. Mr. Seelye's argument might apply to tea.

If we must have a tea and coffee tax, what we should like to see is one the burden of which will be carried in just proportions by all the distributing factors, and which, moreover, will entail a minimum of collection expense to the Government. The bill as reported out of the Senate Finance Committee seems moderate and fair; indeed, granting that the taxes are absolutely necessary, they might just as well be fixed at 5 cents a pound on coffee, which was the rate during the Civil War, and 10 cents a pound on tea, which was the rate during the Spanish-American War.



VIEWS IN THE COFFEE DEPARTMENT OF THE LEE MERCANTILE COMPANY AT KANSAS CITY, MO.

No. 1—Battery of Coffee Roasters. No. 2—Cone-Cooler, Storage Bins and Distributors. No. 3—Coffee Milling Machine, Separator, Mixer and Dust Collector. No. 4—Rear of Roasters Showing Drive, Stoning Apparatus, Distributing Device and Some Storage Bins.

MISCELLANEOUS TRADE NEWS

¶ A Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

AN ENAMELED ROASTING PLANT

Some of the More Notable Features of The H. D. Lee Mercantile Company's New Building in Kansas City

ONE of the most notable of recent additions to the country's large wholesale grocery and coffee roasting plants is the new ten-story building erected a short time ago in Kansas City, Mo., by The H. D. Lee Mercantile Company. Two things in particular make the new home of the Lee Company distinctive among modern wholesale grocery houses. The first is its splendid architectural treatment, both inside and out, which easily makes it one of the most handsome plants of its kind in the West. The second is its mechanical equipment, which the officials of the Lee Company assert is the most complete in that section of the country, and incorporates many ideas and features not found in other coffee and peanut roasting plants.

HOW THE LEE COMPANY HAS GROWN

This building is the outgrowth of a remarkable business development, for few concerns in any line of business in this country have grown as rapidly as has The H. D. Lee Mercantile Company. Up to January 1, 1916, its sole plant was in Salina. Then the company took over the Interstate Grocery Company at Tenth and Wyandotte streets, Kansas City, occupying the building there but still retaining the parent plant at Salina. In less than six months it became apparent that the Lee Company business was developing so rapidly that larger and more modern quarters were necessary. The result is the new ten-story plant at Twentieth and Wyandotte streets, which has a frontage of 160 feet on Twentieth street and 140 feet on Wyandotte street, and contains more than 225,000 square feet of floor space.

An outstanding feature of the new Lee Company home is the extreme neatness of the entire interior, and particularly noticeable is the treatment of the mechanical equipment, which is generally finished in a cream white enamel and makes for a spick and span appearance. This is especially true of the coffee roasting, peanut butter

and peanut salting plants, which were designed and installed by the Lambert Machine Company, of Marshall, Mich., under the supervision of A. P. Grohens, general manager, whose aim was to make this one of the most up-to-date coffee and peanut plants in the United States.

WHITE ENAMEL FINISH AN UNUSUAL FEATURE

Parts of these plants are shown in the accompanying pictures, the group numbered from 1 to 4 being the coffee installation and 5 to 7 the peanut butter equipment. These plants are situated on the seventh, eighth and ninth floors, and in positions to insure the most efficient operation possible. Picture No. 1 shows a battery of four Lambert coffee roasters of two-bag capacity each. They are of the conventional "bricked-in" design, the outside bricks being finished in white enamel, and are equipped with the latest type of gas fixtures in addition to the regular coal furnace, which enables the operator to change from one fuel to the other quickly and without appreciable loss of time. Another feature is the screw conveyor, which is used instead of a drag conveyor to feed the roasters.

Directly behind the battery of roasters are the green coffee milling machine, the separator, a 16-bag capacity green coffee mixer, and the necessary dust collectors and elevators. These machines are shown in picture No. 3, wherein also may be seen one of the motors with which each unit is driven by silent chain connection.

A rear view of the coffee roasters, seen in picture No. 4, shows the elevator that feeds the coffee to the roasters, and the large double fan which takes care of the roaster exhaust, cooling exhaust and a number of supplementary exhausts. The fan is operated by its own 25-horsepower motor, and the roasters by a 10-horsepower motor through silent chain drive. Each roaster has a quick-acting clutch, with a connecting rod extending to the front end of the plant, which enables the operator to regulate instantly the power in any one roaster.

On the eighth floor are four Lambert cooler bins, which are of a special design. They are suspended from the ceiling, as seen in picture



No. 2, and receive the roasted coffee direct from the roasters on the floor above through a funnel-shaped slide hopper. Each cooler is provided with cut-outs and feeder pipes to the stoner boot. Also on this floor is a battery of twelve whole-grain coffee bins, each of which is fitted with a two-way discharge, and is of 1,000-pound capacity.

The same high degree of mechanical design and finish seen in the coffee plant is also noticeable in the peanut butter equipment. Naturally the roasting outfit is located on the ninth floor, and consists of an "Economic" portable type roaster, electrically operated and equipped for both gas and coal, as in the case of the coffee roasting plant. This, together with a portion of the peanut salting apparatus, is shown in picture No. 7. At the top of the picture group, illustration No. 5, is seen the electric peanut blancher, electric peanut picking machine and the stoning apparatus, all of which is of Lambert design, and is installed on the eighth floor.

Picture No. 6 shows that

part of the peanut butter plant located on the seventh floor, which has to do with the storing, mixing and grinding of the peanuts. In the view is seen two of the latest type Lambert electric peanut butter mills with automatic salters and fillers. The mixing apparatus, which is operated by electricity also, is installed directly behind the storage bins and mills, and is hidden from view in this picture.

The rest of the building is devoted to spices, fine groceries, etc., a business in which the Lee Company has forged to the front with remarkable rapidity in the last year. Its field now includes Missouri, Kansas and parts of Oklahoma, Nebraska, Colorado and Iowa, and is growing constantly. The officers of the company recently predicted that during 1917 they will show



VIEWS IN THE PEANUT DEPARTMENT OF THE LEE MERCANTILE CO.

No. 5: Peanut Picking Machine, Blancher, Dust Collector and portion of the Peanut Stoning Apparatus. No. 6: Grinders in the Peanut Butter Department. No. 7: Peanut and Coffee Roasters and Salted Peanut Plant.

TIN - AND - FIBER **CANS** **OF QUALITY**

**For Teas, Coffees, Spices, Cocoa, and Dry
Products Generally.**

In all the usual sizes and shapes from 1 oz.
up to 5 lbs. capacity.

¶ THE CANISTER COMPANY OF NEW JERSEY, Inc., paid up capital \$300,000.00, has taken over and is now operating the business formerly owned by The Canister Company, originator of the TIN-AND-FIBER container, in use in hundreds of packing concerns in the tea and coffee trade.

¶ In these days of high priced tin cans it will pay you to fully investigate the distinctive merits of the TIN-AND-FIBER CAN, which shrewd buyers have found to be the best and the most economic package.

¶ Full information, samples, and estimates supplied promptly on request; all charges prepaid.

CANISTER COMPANY OF NEW JERSEY

PHILLIPSBURG, N. J.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



HOW A CUSTOMER SEES THE INTERIOR

Counters for cans, etc., and bins for bulk goods, run along both sides of the store proper, from the rear counter to the cab partition. Meats, milk, butter are carried in a top-lift refrigerator at the extreme rear, on the right-hand side. The top of refrigerator serves as a counter. Two chicken coops with hinged swing-back bottoms are carried under the rear end of the body.

There are three electric ceiling lights for illuminating the interior of the store, and also an electrically operated gong to notify customers that the traveling grocery store has arrived. The car is heated in cold weather by utilizing the exhaust of the engine.

The owner of the store has declared his plan to be very successful, explaining that at first he covered a 15-mile route, but recently has been obliged to cut this down to 5 miles, which is about all he can handle. It would seem that the plan could be adapted successfully in other rural districts of the country.

HARD & RAND EXPAND

Well-Known Coffee Importing House Remodels and Enlarges Its New York Offices

THE general appearance of Front street, New York's green coffee trading district, has been considerably enhanced through the recent completion of Hard & Rand's remodeled office building on the southeast corner of Front and Wall streets. This old and respected coffee importing house now has a complete and up-to-date business home occupying an entire six-story building, two floors being added during the remodeling process.

The interior of the building has been completely renovated and equipped with every modern device necessary for the efficient conduct of a green coffee business on a large scale. The building is now one of the largest, if not the largest, in the country devoted exclusively to the green coffee business.

HOW HARD & RAND GREW

The completion of this building marks another milestone in the progress of this well-known house. The firm was established April 20, 1875, by Anson W. Hard and George C. Rand, Jr., under the same firm name which it now bears, occupying modest quarters on the second floor of 111 Front street, afterwards removed to the second floor of 107 Wall street, New York. As the business grew larger quarters were occupied at 109 Wall street, and occupancy was finally extended to the whole of 107 Wall street and also 111 Front street. Finally, the whole building at 109 Wall street was secured. In 1916 the latter building was leased away from Hard & Rand, and this necessitated the remodeling of the original buildings and the addition of two more floors.

Starting with but one clerk, Hard & Rand's organization now extends to every large producing country. For many years this firm has been one of the leading importers of coffee into the United States, and now has branches in Rio de Janeiro, Santos, Sao Paulo and Victoria, Brazil; Batavia, Java; Cordoba, Mexico; Guatemala City, Guatemala; London, England, and in all of the larger distributing centers of the United States.

PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS

Branch Offices: NEW YORK, CHICAGO



"But Don't You Make Packages For Anything Besides *Coffee And Tea*?"

This question has been put to us several times lately by Packers and Wholesalers unfamiliar with our lines. And, for fear even our friends in the Coffee, Tea and Spice Trade may have some misapprehensions on this score, we want to make a special point of it:

In the beginning, of course, *The UNION DUPLEX BAG* was designed to contain merely Teas and Coffees. In the same way, *The UNION DUPLEX FLOUR SACK* was intended simply for Flour and Meals.

Enterprising merchants, however, have been seeing the possibilities of both lines for all manner of dry, non-perishable food-stuffs—so that these containers have for some time been utilized as retail packages for Spices, Rice, Tapioca, Meals, various prepared Cereals, Dried Fruits, etc., etc., with the list daily growing.

Wherever our "stock lines" fail to match their packing-equipment or merchandising-ideas, these enterprising merchants call upon our wide facilities for something in the way of special manufacture, striking design or unusual printing.

We do not fail them. They have now a new conception of the term, "*a paper bag.*"

UNION BAG & PAPER CORPORATION

(Name of the nearest Selling Agent upon request)
PRINCIPAL OFFICES • WOOLWORTH BUILDING • NEW YORK CITY

The men now comprising the firm are Joseph Purcell, Henry F. McCreery, John W. Edmunds, John E. Johnson, Jr., and William F. Hartranft.

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourn Street, London, W. C.

LONDON, July 11, 1917.

THE new scheme of limited tea sales, was put into effect at the latest auctions at Mincing Lane, and the result was very bad, the sales being more or less a farce. Much of the tea was withdrawn. Many important provincial buyers, by way of protest, refrained from buying. Firms are now permitted to buy each week only in exact proportion to their past purchases. This system, based on percentages, is again held sometimes to benefit the large buyer. In any case it means a great deal of calculation and involves the selling of two or three chests of tea where, under the free system, hundreds would have been disposed of.

TEA BROKERS' ASSOCIATION DEFENDS PLAN

The Tea Brokers' Association of London says in relation to the scheme for controlling supplies and wholesale and retail prices that "its chief claim (for merit) lies in the fact that for the time being it meets the wishes and fulfils the requirements of the Food Controller," and belabors the opposition to the plan with some weighty verbiage, such, "In all classes of the community, whether political, social or commercial, there is usually to be found a section inclined towards wrecking any measure which does not contribute towards its own power and aggrandizement, and the present opposition should be judged accordingly."

CHINA TEA TRADE SERIOUSLY UPSET

A message from Shanghai states that a serious situation has arisen there regarding the China tea trade, by which the British merchants stand to lose heavily. On February 23 the Government, in view of the shortage of shipping, prohibited the further import into the United Kingdom of China tea. No preliminary warning having been given,

several merchants had already made contracts aggregating 2,875 shipping tons. Representations were made, the upshot of which was that merchants were permitted to ship teas which were guaranteed by affidavit, sworn before a consul-general, to have been purchased before February 23. Now, however, according to telegrams received, the Government refuses to allow the agents to take delivery of these teas, which are at present arriving in London.

It is to be noted that the only teas affected are those proved by affidavit to have been contracted for before the prohibition of February 23. Merchants in China accepted loyally and without protest the prohibition as regards future dealings, but claim justly that the teas brought before the prohibition and shipped under permit should be allowed entrance, otherwise they are actually worse off than if they had never shipped. Meanwhile, no sales are possible to meet drafts falling due.

LONDON COFFEE MARKET QUIET

So far as the coffee market is concerned the tone is quiet, the moderate supplies offered at auction being only partly disposed of. Prices are for the most part steady, but for the lower descriptions they are somewhat easier. The existence of an elaborate scheme to get coffee into Germany is alleged in connection with some very big coffee seizures made by this country recently. These seizures came into court and the Crown asked for the condemnation of the goods, which were mainly seized upon the steamship *Livie*.

THOMAS REECH.

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Aug. 4, 1917.

THE coffee market is in a rut from which it seems impossible to move it. Various rumors regarding peace appear from time to time, causing an advance in options, but these spurts are short-lived, and the market promptly sags off, losing all the gain. The usual reports of frost in certain districts have been heard, but they have failed to have any influence thus far.

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocos under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

PRODUCE & WARRANT COMPANY, Inc.

(New York Agency)

78-80 Wall Street

New York

Export and Import Commission **Merchants**

Coffee, Cocoa, Rice, Beans, Sugar

and other North, Central and South American Products

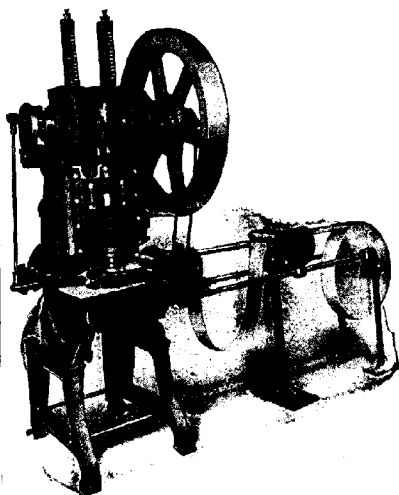
AGENTS FOR: Companhia Leme Ferreira, S. A. Santos

HEAD OFFICE: ANTWERP, BELGIUM

Branches: Amsterdam, Holland. Rio de Janeiro, Santos, Bahia, Brazil.
Genoa and Milano, Italy. London, England.

And represented in all the principal markets of the world.

"Langston" Machinery for Round Paper Cans



**Samuel M. Langston
Company**

Camden, N. J., U. S. A.

Canadian-Fairbanks Morse Co.

Agents for Canada

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Freight room is available and rates have been lower, although they show a recent advance. Coffees are now coming forward in good volume on contracts and also on consignment. Receipts in Santos are slow, as the season is apparently backward, and coffees are also being held back on account of price. Mild coffees are heavy on account of the very large supply, which was augmented by certain shipments arriving in June and against which deliveries have been small.

MARKET WILL BEAR WATCHING

A fair volume of out-of-town business is needed. For some reason the interior seems to be well supplied and is therefore holding off. Should business pick up mild coffees should feel the effect promptly. The market as a whole is a good one to watch carefully, as coffees are good property at prevailing prices. When the advance comes, therefore, it will score promptly, and unless there is prompt action dealers will be caught in the advance.

THE TEA MARKET IS UNCERTAIN

The tea market is a somewhat uncertain quantity. Lack of steamer space and high freight rates are checking purchases. There is absolutely no certainty as to when teas purchased in the East can be shipped. Conditions in China are the worst, and the political situation there is not helping matters.

Uncertainty as to the war revenue measure also has an effect on the market. As it stands now floor stocks will not escape the tax, but with supplies at low ebb, as is the case, this is of little moment.

There is more interest in Formosas, but demand all along the line while fair is not aggressive.

DEMAND FOR SPICES EXCEEDS SUPPLY

The spice market is active with an increasing demand from grinders. Consumption is on the increase, due to the fact that an unusually large

quantity of fruit preserving is being done. Stocks here and abroad are moderate, and, except for pepper, demand at present exceeds supply.

PEPPER—Prices are lower for shipment. Demand is good, with a fair supply available. Freight space is hard to get and prices should advance. CLOVES—Have advanced, as supplies are very scarce. Shipments will be taken promptly as they arrive, so prices should rule steady. PIMENTO—The demand is fair, with prices unchanged. GINGER—Supplies are very much reduced, while demand is brisk and prices firm. CASSIAS—The increase in preserving will call for large quantities of all grades. Prices rule steady. NUTMEGS—The demand is fair for all sizes. Supplies are moderate and prices steady. MACE—Prices show little change, with demand rather quiet.

SALIENT TRADE NOTES

The Produce & Warrant Company, Inc., formerly at 60 Beaver street, New York, moved to 78-80 Wall street on August 1. This is a well-known Belgian import and export firm, with headquarters at Antwerp. The company handles a wide variety of goods for export and import, including coffee, and does business in every Central and South American country. The New York office has been established about a year, and represents the Produce & Warrant Company, of Rio de Janeiro, and Leme Ferreira, of Santos, on cost and freight coffees.

Jardine, Matheson & Co., Ltd., New York, recently made arrangements to handle Ceylon, India and Java teas in addition to Chinas, Formosas, Japanese, etc. This firm already has its own representative in Ceylon.

The Union Pacific Tea Company is planning the establishment of 27 grocery stores in Kansas City and nearby towns, and has rented a five-story warehouse at Kansas City.

Three Chicago tea companies recently increased

DANNEMILLER
COFFEE CO.
BROOKLYN - N.Y. CITY

COFFEE—Roasted and Green

To Wholesale Dealers Only

Your money has been spent

To place your coffee in the homes. Too little has been spent to keep it there.

When your splendid blend is spoiled by wrong brewing methods, and your coffee is condemned

What is your profit?

Leading houses who sell thousands of Tricolators will tell you that they eliminate any chance of spoiled coffee. Give your salesmen a chance to show your coffee at its best.

TRICOLATORS



Bring out all that beautiful color, rich flavor fine body and aroma you want your coffee to show and it stays that way for hours. Why not have your customer enjoy these benefits.

Sizes from 2 to 9 cups for homes, up to 18 gallon urn attachments for hotel and restaurant service.

Used in such hotels as the Astor, McAlpin, St. Regis in New York; Wm. Penn, Pittsburgh; La Salle, Chicago; St. Francis, San Francisco; Statler's and thousands of others.

Demonstrating sample 9 cup size as illustrated, filter holder and china urn complete, to any dealer \$2.00.

A postal card will bring it—prove it to your own satisfaction—then you, too, will insist on Tricolor Coffee Makers.

Order today.

THE TRICOLOR CO.

116-120 W. 32nd Street

NEW YORK

62-64 East South Water St.

CHICAGO

their capital stocks. The National Tea Company, formerly with capital of \$50,000, now is chartered at \$200,000; the Logan Tea Company increased its capitalization from \$5,000 to \$40,000, and the India Tea Company raised its capital from \$20,000 to \$100,000.

That many makers of parchment liners, paper bags, etc., are continuing to experience an exceptional demand for their products, is evident from the hum of industry pervading the plant of the Grand Lake Company, at 30 Broad street, New York, which is equipped with special facilities for turning out parchment cartons and paper container specialties of every description.

The name of the German-American Coffee Company, Omaha, Neb., has been changed to the American Products Company.

The Kent Tea & Coffee Company, a wholesale and retail tea and coffee concern, with an authorized capital of \$1,000, has filed articles of incorporation at Louisville, Ky.

The Shredded Wheat Company is said to be turning out 3,000,000 biscuits a day from its four big factories, two of which are at Niagara Falls, one in Ontario, Canada, and another at Oakland, Cal.

A complete Burns coffee roasting equipment has been ordered by the Griffin Grocery Company, McAlester, Okla. The roaster is of two bags capacity, and there will also be a large number of storage bins and mills.

Foley Bros. & Quinlan, wholesale grocers, St. Paul, Minn., have filed amended articles of incorporation to increase their capital from \$1,000,000 to \$1,500,000.

John Sexton & Co., Chicago, are now erecting a large new coffee roasting plant in which will be installed a battery of four Burns No. 1 roasters, with equipment for cooling, cleaning, grinding, pulverizing, sample roasting, etc.

The American Macaroni Corporation has been

incorporated at Buffalo, N. Y., with a capital of \$10,000.

A Burns No. 6 coffee roasting outfit, which consists of a one-bag roaster mounted on a revolving cooler with stoner connection at the rear, will soon be put in operation by Henke & Pillitt, wholesale grocers, of Houston, Tex.

Joannes Bros. Company, Los Angeles, Cal., is now occupying its new five-story building at the corner of Hewitt street and Traction avenue. The three upper floors are given over to a coffee roasting plant and a spice department. Baking powder, extracts and teas are handled on the second floor, while the offices and salesrooms are on the first.

A complete coffee roasting equipment, including a Jubilee two-bag roaster, will be added to the equipment of the Eureka Tea Company, one of Chicago's important retailers.

A. G. Wettach, well known to the West Side trade of New York through his long association with the bakers' supplies trade, has engaged in business for himself as a broker at 105 Hudson street, specializing in cocoa beans, cocoa powder and all kinds of shelled nuts.

The Independent Coffee Company, Milwaukee, has ordered two No. 5 Burns coffee roasters.

M. J. Brandenstein & Co., San Francisco, have won the privilege of daylight switching of freight cars into their plant, which will enable the company to double its output of teas, coffees, spices, etc. Formerly all moving of cars had to be done at night, according to a city ordinance.

In the new building soon to be occupied by the Ouerbacker Coffee Company in Louisville, Ky., improvements and additions will be made to the machinery, including new patent flexible arms to all the coffee cooler boxes and the installation of a large number of storage bins for roasted coffee.

The Franco-American Perfumery Company, Inc., Brooklyn, N. Y., has been incorporated, with



There is
Nobetter

Macaroni, Spaghetti, Elbow Macaroni,
Vermicelli and Noodles than Standard's.

Make Us Prove It

SEND TODAY for trial order of 10 cases assorted **\$1.65** Delivered

Standard Flaked Food Co., Owosso, Mich.

Minneapolis Mill—1238 Jackson St., N. E.
Correspond with nearest mill



are odorless and free from waxes or other greasy or foreign materials. In many cases Protex Papers are used instead of tin for packages.

THIS is the new name for our complete line of protective papers, including Glassine, Parchmoid, Vegetable Parchment and Imitation Parchment.

Glassine paper is relatively airproof, greaseproof, germ-proof and acidproof. It, with the other Protex Papers, is made by the largest manufacturers of protective parchment papers in America—with unrivaled manufacturing and shipping facilities.

See that this identifying mark is on every package of parchment paper you buy — Diamond-F Protex Papers. If your jobber or dealer cannot supply you, get in touch direct with

DIAMOND STATE FIBRE COMPANY
Bridgeport, Pa. (near Philadelphia)

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,
124 Front St., NEW YORK

SUMATRA COFFEE

FOR HIGH GRADE BLENDS

We are offering some choice lots.

Ask for Samples

capital of \$20,000, to manufacture perfumes, soaps, toilet articles, etc.

Miner, Read & Tullock, New Haven, Conn., will install one of the latest model Challenge coffee pulverizers.

McNeil & Higgins Company, Chicago, has installed in its new seven-story building a complete new coffee roasting plant, with three of the latest model Jubilee roasters, one of four-bag capacity and the others of two-bag capacity. In the grinding department is one of the latest Burns granulators with chaff-removing attachment.

McCormick & Co., the Baltimore spice house, now in its twenty-seventh year, recently gave their 400 employees an outing at Fairview on Chesapeake Bay.

The wholesale grocery house of Lang & Co., Portland, Ore., will soon increase its equipment for producing peanut butter by installing new machinery, including two No. 5 Burns roasters with attachments.

Hewlett Bros. Company, Salt Lake City, Utah, recently issued a 12-page booklet commemorating the company's thirtieth year of business. The booklet contained illustrations of the old and new plants, the officers, department managers and traveling salesmen, with several views of the tea, coffee, spice, extract and baking powder departments.



World Wide Distributing Facilities

are offered American manufacturers and merchants through

Gaston, Williams & Wigmore Inc.
120 BROADWAY, NEW YORK CITY

International Merchants

Direct connections in all the principal producing countries enable us to offer the choicest varieties of

COFFEE, COCOA, SPICES, BEANS

Spot and future orders handled. Prices and terms attractive. Our efficient organization is a guarantee of satisfactory service.

GLOBE LINE

OWNED BY
Gaston, Williams & Wigmore
Steamship Corp.

35 - 37 - 39
BROADWAY
NEW YORK



PAPER CANS

FOR COFFEES, TEAS
and DRY GROCERIES

"A Thousand or a Million"

Prompt Deliveries

International Soap and Mfg. Co.
1553 Monsey Ave. SCRANTON, PA.



GET OUR PRICES
on
COFFEE SAMPLE PANS

We specialize on fibre board coffee sample pans; also boxes for samples of tea, spices and other dry products. They are well made, will give you good service, and our prices should mean a saving to you.

We also manufacture folding cartons for teas, coffees etc.

Send for sample and prices



Mess & Densen
PAPER BOXES

129 W. 20th Street, New York
(Sole Owners of Webb Lock Patents)

JAVA TEAS OF DIRECT IMPORT

ROWLEY DAVIES & CO., LTD.

**BATAVIA, JAVA
OR FENCHURCH HOUSE,
5, FENCHURCH STREET,
LONDON, E. C.**

WILL GLADLY SUPPLY ALL INFORMATION

IRWIN-HARRISONS & CROSFIELD, Inc.

Importers and Jobbers of Teas

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	27 India St.	425 W. Ontario St.

London	Colombo	Calcutta	Batavia	Shanghai	Hankow	Foochow
		Shidzuoka	Daitotei			

FRANCIS PEEK & CO., LTD.

LONDON	JAVA	SINGAPORE
20 Eastcheap, E. C.	Batavia, Soerabaja, Bandoeng	Laidlaw Buildings

EXPORTERS
OF

JAVA TEA

AND OTHER

DUTCH EAST INDIAN PRODUCE

TIN RUBBER SUGAR

COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.

*Write to our Batavia House and ask to be placed on
Mail List to receive our Java Monthly Produce Report*

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

LOSSES FROM BAD DEBTS

A Resume of Factors Upon Which Depends the Success of Any Merchandizing Enterprise, with Particular Reference to the Grocery Trade

BY MELVIN T. COPELAND

Director, Bureau of Business Research, Harvard University

THE common figure for losses from bad debts in the statements which we have received from wholesale grocers is 0.3 per cent of the net sales. The lowest figure is 0.3 per cent and the highest is 1.32 per cent. The common for credit and collection expense is 0.06 per cent of net sales.

These figures measure the expense of losses from bad debts and of making collections. They do not, however, measure the cost to the entire wholesale grocery business of the liberal credit policy which is still followed by some wholesale grocers. Liberality in granting credit permits many men to engage in the retail grocery business who lack experience and qualification. This is one of the reasons why that trade is not in a healthy condition.

FUNDAMENTAL WEAKNESS OF RETAIL TRADE

Numerous indications signify that the time is fast approaching when the retail grocery trade will be either reorganized or revolutionized. If the independent retail grocer is to continue as the final distributor of food products, then he must organize his business on sound business methods, knowing what merchandise to buy, how much to buy, how to sell, how to manage his store, and, not least, how to keep an accurate record of his profits and expenses. A few successful retail grocers have learned these lessons. The majority have not. That is the fundamental weakness of the retail grocery business. There lies the greatest danger to the continued prosperity of the wholesale grocery trade.

When a wholesale grocer grants credit liberally to a retailer who is slipshod in his methods, he

assumes a responsibility. He is encouraging the continuance of slipshod methods unless he induces or requires the retailer to organize his business properly. A wholesaler may sell more goods temporarily by enabling more men to engage in the retail grocery business. Yet an increase in the number of retail stores does not of itself result in an increase in the aggregate quantity of groceries sold to consumers. Such an increase in the number of stores merely divides up the retail grocery business among more retailers, to the ultimate disadvantage of all. What is needed is not more retail grocers but better merchants.

LEAKS THAT MAY MEAN RUIN

Five Possible Business Losses Against Which Merchants Need Special Protection in War Times

IN one of its recent sales bulletins, the National Cash Register Company, whose experts have made an exceedingly intensive study of retail merchandizing, specifies five possible business leaks against which merchants need special protection during war times when help is scarce. Here are the means of loss that unless checked may spell financial difficulty if not ruin:

1. Customers get goods on credit; somebody forgets to charge them—the customer gets the goods and the merchant gets nothing.
2. Money is received on account; no record is made and a second bill goes out—the customer complains and goes to other stores to buy. This hurts.
3. Merchants and clerks pay out money and forget to make a record—this makes many a merchant wonder why there is so little in the cash drawer at night.
4. No record is made of cash taken in—this is responsible for the loss of thousands of dollars that should be a part of the merchant's profits.
5. Goods are sent on approval or C. O. D., and the records are lost—it would be hard to tell how many stores this has helped to ruin.



A Sure Winner

Weir's Red Ribbon Coffee wins friends for the store that sells it. It is quality all through, one pound or one thousand.

Its uniform quality, finer flavor and healthfulness please the most pronounced Coffee critic.

We pack it so the goodness is retained. Pound air and moisture proof yellow bags.

ROSS W. WEIR & CO., Inc.
New York

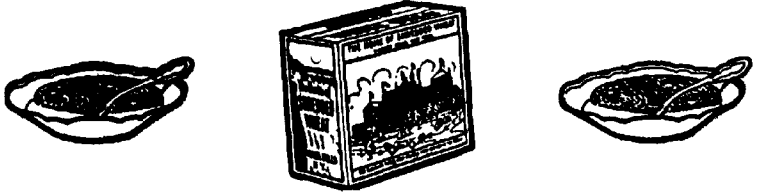
Weir's Red Ribbon Coffee

"Always The Same"

A Profit All the Year 'Round

Shredded Wheat is so nourishing that it will take the place of eggs or meat, but no other cereal will take the place of

Shredded Wheat



Always the same high quality, the cleanest, purest, most nutritious of all cereal foods. And the article that sells so steadily as this pays you best in the long run. Shredded Wheat is an all-year-round profit maker.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Shredded Wheat Co., Niagara Falls, N. Y.

TRADE GETTERS

A Series of Business Winning Plans that Have Been Tried and Found Successful in Different Parts of the Country*

BY FRANK FARRINGTON

THE idea of "Community Sings," where the general public are asked to come together and sing patriotic and popular airs to the music of a band, may be carried into store plans. This will be particularly effective during cold weather in towns where outdoor singing has been successful during summer months. Announce that business will be suspended temporarily on a certain afternoon or evening while songs are sung in your store. The songs may be sung at five-minute intervals and business may go on between times. There should be good accompaniment in the way of a piano or a small orchestra and a competent leader of singing. The public should be urged to come in for the occasion, and by having enough assistants to help keep the crowd good natured and orderly, the event may be made very successful in getting new folks into the store and in giving people a chance to see your stock.

MONEY-BACK DAY

Great interest can be aroused by a store advertising that all money taken in on a certain day of a month will be refunded to the customers. Of course, the date is not given, and it may be chosen by drawing at the end of the month. The advertising of the plan should be kept up throughout the month. One dealer at least within my knowledge has made a practice of selecting one day of each month for "Money-Back Day," and has done so for a long time. There have been instances where the postoffice authorities have refused to allow advertising of this plan to go through the mail, claiming it belongs in the lottery classification. This means that it would have to be advertised otherwise.

SLIDING SCALE SALE

This simply means placing a line of goods on sale at a certain price with the announcement that each day the price will be reduced a certain amount until the stock is closed out, or until a certain minimum is reached. If it is desired to make a one day's special on this plan, place the goods on sale at 8 or 9 o'clock and reduce the price every hour, having a large clock to strike the hour. There may be instances of customers waiting for the reduction, perhaps of two people

waiting with their hands on the same item of stock, but such unpleasantnesses will have little effect on the success of the sale.

WORKING YOUR FIRST NAME

Make a good display of goods you want people to find out more about, goods you want to introduce, for instance, and put on them a sign reading, "Ask me about these ——— Henry." The request may mention the goods by name and the "Henry" is the signature. If your name is not Henry, use your first name, whatever it may be. The distinct personal touch, the unexpected, is what attracts attention, and people not interested in the goods primarily will ask just because the sign tells them to do so. Some will ask in a joking way. But all you care is that they ask. It is up to salesmanship to make the results satisfactory.

CAMP FIRE GIRLS' BENEFIT

The interest and help of an organization of Camp Fire Girls can be made of much value to a store, and the following is a good way of enlisting it: Offer to give the girls a certain percentage of the sales on some special day on which they are to help in selling goods in the store. Have them wear their camp-fire costumes and help customers carry parcels inside the store and out, carry change, wrap goods, etc. If possible arrange a reception space where people may visit the girls. Let the girls deliver small parcels around town and run errands; they will call attention to the fact that this is the day they are having their sale, and will naturally urge their friends in advance to come and make purchases. If it is not desirable to allow the public to know what your sales amount to for the day arrange to give the girls a certain percentage, allowing only the leader to know what that percentage is. Thus the gross amount they receive will not indicate the total sales. The same idea could be carried out with the Boy Scouts. Many stores have used the plan in connection with charitable organizations, giving 10 per cent of the receipts to the organization.

ADVERTISEMENT SCRAP BOOK

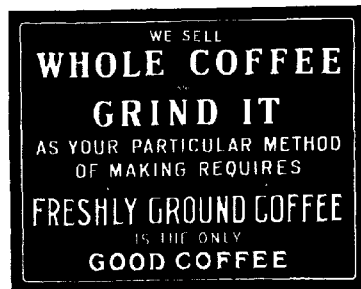
In order to stimulate interest in the store's advertisements, it is a good plan to offer a prize, or several of them, for the best scrap book made of your advertisements. The requirements for the prize winner should be that it be the most complete and best arranged collection and with the best two-line comment under each. The scrap book can be displayed in the store window when the prize awards are announced, but should be

* Copyright, 1917, by Frank Farrington.

Whole Coffee and Better Business

Dr. Johnson, turning suddenly upon one of his flatterers, once said: "Sir, you have but two topics—yourself and me! I'm tired of both." We, lately, have had but two topics—WHOLE COFFEE and BETTER BUSINESS—and we hold that the one is contributory to the other. They're not tiresome topics, though, to any retail dealer who wants his coffee business *to push on and keep moving*; and they appeal directly to the millions of housewives who want their coffee in full strength, flavor and aroma.

A rickety chair will not long be a seat; and the retailer who insists upon handing out ready-ground coffee, *with its natural and unquestionable deterioration*, is not going to do much in the way of *boosting* business. The test of time has established the retaining qualities of WHOLE COFFEE; and the winged hand of opportunity reaches out to the dealer who follows along that trail and puts this sign in his window:



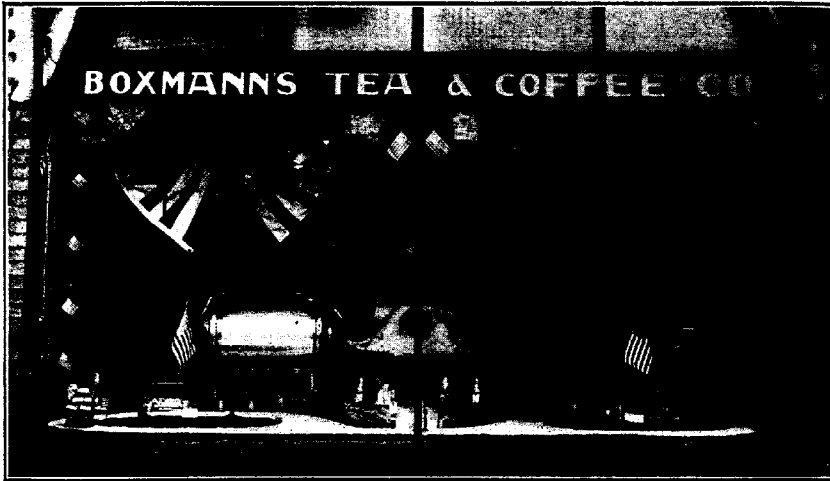
This is "not all talk and no cider." *It's the absolute truth*; and the wholesale trade, throughout this country and in Canada, approve and willingly indorse the interest we're taking in the general selling and grinding of THE WHOLE BEAN.

COLES MANUFACTURING COMPANY
TWENTY-THIRD AND TURNER STREETS, PHILADELPHIA

returned afterward to the owners, so they may give the store the benefit to be gained by the books being shown among friends and acquaintances. Announce a committee of judges to be made up of disinterested parties.

Sixth avenue, Moline, Ill. A check for \$10 in payment for the privilege of reproducing the display has already been sent Mr. Boxmann.

The three other fortunate contributors of photographs, each of whom has received \$5 for their



THE WINDOW WHICH EARNED FIRST MONEY IN THE RICE DISPLAY COMPETITION

STORE AND SHOW DISPLAY

¶ The newest ideas in window dressing and store arrangement; unusual indoor and outdoor publicity

THE BEST RICE DISPLAY

The Striking Originality of the Window Shown
Herewith Earned First Place and
\$10 for the Designer

THE honor of making up the best display of rice in a grocery store window in the recent campaign conducted by THE TEA AND COFFEE TRADE JOURNAL goes to Ed. Boxmann, a member of the firm of Boxmann's Tea & Coffee House, 1508

views, are Joe Lanfahl, decorator for The Emporium, San Francisco, Cal.; James Anderson, with W. C. Jones & Co., 272 Highland avenue, Somerville, Mass.; James J. Gaughan, manager of displays for the Dern Tea & Coffee Company, Colorado Springs, Col. The displays made up by these men will be shown in later issues, as will detailed descriptions of how they were made.

Mr. Boxmann made a hit in his home town with the display shown herewith, which savors much of Japan. He describes its make-up as follows: "It was a very attractive window and caught the eye of every passerby. It consisted of bulk rice, which represented the walks and drive-ways. The dark part represented the lawns surrounding the Japanese house with Japanese figures. I also had Japanese lanterns, umbrellas and banners, which added very much to the display."

	<p align="center">Empire Hardware Company</p> <p align="center">Grocers' STORE FURNISHINGS Bakers' Butchers' SALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc. ELECTRIC COFFEE MILLS</p> <p align="center">85 Warren St. <small>Between Greenwich Street and West Broadway</small> New York City</p> <p align="center"><i>Write for complete Catalogue</i></p>	
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ROYAL BAKING POWDER

Pleases Customers

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory.



Pays Grocers

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock.

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder.

No Alum

No Phosphate

MAKE YOUR STORE HEADQUARTERS FOR "IMPERATOR" COFFEE

in your town. Healthy and nervous people alike can enjoy IMPERATOR COFFEE, a blend of some of the finest coffees grown, carefully selected as to their specific properties, thoroughly matured by age in our warehouses, and freed from impurities by a NATURAL PROCESS, so as to retain its full body and rich aroma.



IMPERATOR COFFEE, therefore, fully deserves its name, meaning RULER in the REALM of COFFEEDOM.

At a gathering of WASHINGTON OFFICIALS in New York, where IMPERATOR COFFEE was served, one of the noted STATESMEN remarked: "I never drank such perfect coffee."

We are looking for the most representative retail concern in each Town, City or Borough of the United States to take the exclusive agency for IMPERATOR COFFEE. Retailers for not less than 35c. per lb. in New York City.

Address all communications to

Manager IMPERATOR COFFEE Department
JABURG BROS. Established 1895 **New York**

Mr. Boxmann also indicated his loyalty to his own country by showing a large number of American flags.

That the Boxmann Tea & Coffee House is conducted on up-to-date lines is evident by the fact that coffee is roasted in full view of passersby in the street, the "Royal" coffee roaster appearing at the left of the Japanese house.

WINDOW DISPLAYS THAT SELL

Original, Striking Use of Show Windows by
Tea, Coffee and Grocery Merchants in
Different Sections of the Country

By W. B. STODDARD

WHAT has been done for one industry can be done equally well for another. The grocer can learn from the drygoods man. The Green-

COME AS OUR GUEST

To a Wonderful Movie To-night at the Chamber of Commerce Auditorium.

See the greatest mills in the world weave 49 miles of cloth in an hour. See the planting, growing and shipping of cotton in the South. See the wool sheared from the sheep, and finally put on the market as finished dress goods. **BRING THE CHILDREN.**

Through the efforts of the Columbus Chamber of Commerce this wonderful movie of seven reels will be shown at the Auditorium to-morrow afternoon and evening.

Tickets are to be had, without charge, **ONLY** at

GREEN-JOYCE

Joyce Company, Columbus, Ohio, recently inserted the accompanying ad. in the local papers.

It would be equally easy for the grocer or the dealer in teas, coffees and spices to secure, through his local chamber of commerce, a reel of pictures dealing with the coffee or spice industry, such as are put out by the large coffee firms. In some instances these films are shown as educational features in the regular moving picture shows, and in such cases it would benefit an enterprising grocer to pay for a slide calling attention to his own line of coffees, teas or spices.

AN ATTRACTIVE BUTTER SHOP

In these days specialty stores are coming rapidly to the front, and some of the most attractive of these are the butter shops, which sell not only butter but other products of eggs and milk. In order to attract attention to such an establishment no better form of advertising is possible than the catchy cards used as store signs and newspaper advertising adopted by the Araphoe Butter Shop, Denver, Col. One of them was:

Man is made of dust, which perhaps explains the reason why some men are always dry. A nickel's worth of Araphoe butter-milk absorbs a lot of this dust.

WHITE TILED FLOOR AND WALLS

The Dairy Butter Shop, of Los Angeles, Cal., is another establishment that, though small, attracts much attention. It has a tiled floor and walls of white enamel. A man, clad in immaculate white, makes butter on an enamel top table in the street window, on which is painted in letters of gold, "Watch It Made—Take It Home." The front of the window is filled with pats of butter put up in pound cartons. Another card advises, "Ice Cold Buttermilk, All You Can Drink for 5 Cents." Among the catchy signs shown in the store are: "Better Buy Better Butter," and "Get On the Milk Wagon—Drink Buttermilk."

No advance *yet* in the price of

G. WASHINGTON'S REFINED COFFEE

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 54 cents and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20 cents per pound, you must sell about three pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee.

Meet the Thrift Movement With

RYZON

THE PERFECT BAKING POWDER

The Government is calling on American housewives to conserve food.

They are responding. They are trying to *eliminate waste*. They are looking for economical food products.

RYZON, The Perfect Baking Powder, used as directed in the RYZON Baking Book, eliminates waste by making good baking sure. This book also tells how to use corn-meal, oat-meal, and other economy foods.

Best of all, RYZON has not increased in price. In spite of the advanced prices of other food products, including baking-powders, RYZON still sells at 35c. per pound and still pays the dealer the same good profit.

Keep pushing RYZON. Keep your stock up. It pays.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.



Sunshine

Biscuits

include every
known variety
of Biscuits

SYSTEM AND SALESMANSHIP

¶ Helpful suggestions on organization, advertising and sales factor, for Executives, Store Managers and Clerks

GROCERY SALES STIMULATORS

Wherein a Live Dealer Gives a Few Good Pointers from His Sales-Building Experiences

By WALTER ENGARD
London, Ohio

HERE are some concrete suggestions from the pen of a practical grocer, showing how the dealer can speed up sales. They have all been worked out successfully and their effectiveness proven.

FINING CLERKS FOR MISTAKES

The best way to cure clerks of making such mistakes as putting up a pound of butter or a dozen eggs when the order calls for half that quantity, or vice versa, is to compel them to read orders more carefully and let them know that a fine of 5 cents will be marked against them for every mistake they make, and will be deducted from their salaries each Saturday evening. Do the same with each member of the firm. Deposit this "fine" money, and when it has accumulated sufficiently spend it for something that will benefit all—possibly a banquet. By doing this the boys will take to it better, and will not feel "hard" towards you when they are fined. This system will only be in force a short time until your mistakes will show a decrease of 50 or 75 per cent.

DISPLAY COUNTER

Our display counter is used to show seasonable goods which have just arrived or articles upon which we are putting a special effort. It is set

well toward the front of the store, where every caller is sure to see it, and we display upon it from eight to twelve articles at a time. The goods are all marked with their prices and usually some remarks. It is upon the goods displayed here that the clerks put their best selling efforts. When a customer comes in and has purchased all she has intended to, the clerk asks her to look over this display, and invariably will sell her from one to three articles extra, and very often it has resulted in the sale of eight or nine extra articles. This counter also comes in handy when customers do not know just what they want. We take them to this counter and impart all the information in regard to these articles we know, and a great many sales are the result. The display counter is a big business-getter with us and can be used in every grocery with equal success.

SATURDAY SPECIALS

We have found Saturday Specials a great help in increasing sales. One Saturday we will take some fresh vegetable, the next Saturday we will use some fruit for our special, the next some canned goods, etc., changing the article each Saturday. We usually offer a reduced price upon this article for that day only, but not always. We announce in our ad. in our local papers our special for the coming Saturday, then we make a window display of this article. We also show it on our counters, and our clerk gets behind that article and urges every customer to buy. We have found that very few people will take advantage of our special without buying other goods.

This is not a war of the type that we have heretofore known, where the average proportion of civilians involved with the army amounted to the ratio of approximately 1 to 1½ civilians to soldiers in the field. Europe's experience has shown that there is a total of probably twelve to fourteen civilians to every soldier now in the field.—Herbert C. Hoover.



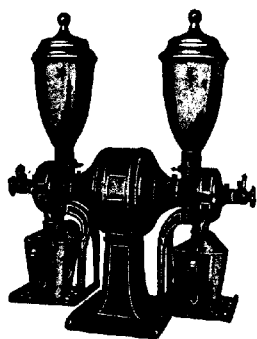
SAUER'S

FLAVORING EXTRACTS

Largest Selling Brand IN THE U. S.

Awarded
Highest and Only Grand Prix at the
Panama-Pacific Exposition, also
15 other highest awards for
Purity, Strength and Fine Flavor
Prices 10c., 25c., 35c., 50c., \$1.00
C. F. SAUER CO., Richmond, Va.

Keep Down Repair Expense



No. E9511
Counter Type Direct Drive
Height 138 in. Hopper Holds 5 lbs.

The automatic release exclusive with Universal Mills requires the minimum amount of care throughout the year and keeps down repair expense.

The Universal granulating indicator allows an even grading of the coffee which may be called for by number by the particular customer.

UNIVERSAL ELECTRIC COFFEE UNIVERSAL MILLS

LANDERS, FRARY & CLARK,

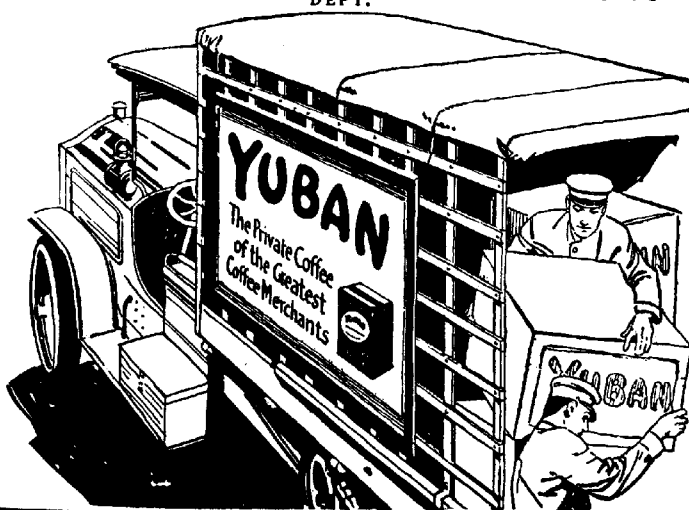
NEW BRITAIN,
CONN.

Over 8000 grocers in Greater New York alone supply Yuban regularly to their trade. Do you?

ARBUCKLE BROTHERS

YUBAN
COFFEE
DEPT.

NEW YORK CITY



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.
Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

Help Wanted

WANTED—First class coffee salesman. Good opportunity for right man. Address P. O. Box 446, Ashland, Ky.

Situation Wanted

WANTED—Young man, 28, desires connection with a concern as secretary or stenographer, where he can learn the business and grow with same. Address Box 403, care of THE TEA AND COFFEE TRADE JOURNAL.

Miscellaneous

FOR SALE—Monitor one-third bag coffee roaster with 2 H. P. motor, nearly new and in first class condition. Will take \$200 cash; cost, new, \$425. Have bought larger roaster. Address H. J. Gordon, Bridgeport, Ill.

SEND for copy of Edwards' Classified Lists of second-hand coffee, cocoa, peanut machinery, 111 Water St., New York. Anything you may want to buy or sell will be listed free on receipt of full particulars.

S.A. SCHONBRUNN & CO.

83 Front Street, New York

Importers and Roasters of Coffee

DISTRIBUTORS OF COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

DISSOLUTION OF PARTNERSHIP.

STATE OF NEW YORK, ss:—
Office of the Secretary of State,
THIS CERTIFICATE, issued in duplicate, hereby certifies that the Lotos Tea Concern, Inc., a domestic stock corporation, has filed in this office on this 25th day of July, 1917, papers for the voluntary dissolution of such corporation under section 221 of the General Corporation Law, and that it appears therefrom that such corporation has complied with said section in order to be dissolved.
WITNESS my hand and the seal of the office of the Secretary of State, at the City of Albany, this twenty-fifth day of July, one thousand nine hundred and seventeen.
C. W. TAFT,
Second Deputy Secretary of State.

In connection with the above notice, which is published in accordance with the law, Mr. Warner M. Van Norden announces that he has purchased the entire capital stock of Lotos Tea Concern, Inc., liquidated said company, and will continue the business individually hereafter under the trade name of Lotos Tea Concern.
Dated New York, July 26, 1917.



'Tis Time to Begin
with Colonial Inn



DENISON & CO.,
Importers and Roasters
Chicago

Write for Premium Catalogue



Eureka Coffee Co., Buffalo, N. Y.

Talks With Grocers On Package Coffees

No. 7—Why It Pays To Push Package Goods

¶ Package goods are steadily growing in favor with the consumer despite the contention from some quarters that they are a factor in the increased cost of living.

¶ We are living on a higher plane these days than ever before. The modern housewife is not satisfied to purchase her foodstuffs as did her grandmother.

¶ She demands the cleanliness, the convenience and guarantee of quality that the present-day trade-marked package offers.

¶ The wise grocer is catering to this ever-increasing demand for package goods. He, too, can benefit by this tendency toward packages if he will, because they will save him time and labor, and largely eliminate loss.

This is the advertisement of the coffee packers whose trade-marked brands are illustrated on this space. These brands are all established successes and they'll help you build a permanent coffee trade.



WM. S. SCHULI CO., Camden, N.J.

EVERYBODY LIKES SUMORE



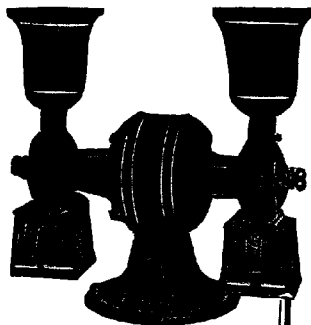
EVERY BODY WANTS SUMORE



See half page ad in this issue for special agency proposition.

Sell Your Customer Satisfaction

You carry a good grade of coffees. You've made special efforts to please certain customers, and just when you've discovered a blend they like, they complain that it's not as good as the last lot they bought. Did it ever occur to you that it may be the fault of your coffee mill?



No. 08624. Grinding and Pulverizing Mill. Fitted with $\frac{3}{4}$ and $\frac{1}{2}$ h.p. For direct or alternating current. Grinders connected direct with shaft of motor thus eliminating gears.

"ENTERPRISE" Hand or Power Coffee Mills

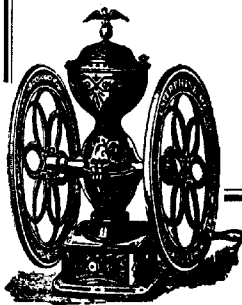
with their specially hardened grinders (our own process) invariably grind the coffee beans in the same uniform way.

Their attractive appearance and artistic finish gives the store a progressive air that attracts transient trade and makes them regular customers.

Their accessibility for cleaning and the standardization of parts, are other good features about "Enterprise" Mills.

Send for illustrated catalog, it will show you among others, the style best suited for your store.

No. 9. Grinding and Pulverizing Mill. Seventy-five turns by hand will grind a pound of coffee as fine as required.
Height, 24 inches.
Weight, 107 lbs.



The Enterprise Mfg. Co. of Pa.

Patented Specialties

Philadelphia, U. S. A.

29 Murray Street
New York

530 Golden Gate Ave.
San Francisco

PRICES CURRENT

Wholesale and Retail

As of August 3, 1917

Prices to Wholesalers

GREEN COFFEE		
(250 Bags or Over)		
Brazil Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7.....	9½	9½
" 6.....	9½	9½
" 5.....	10	10
" 4.....	10½	10½
" 3.....	10½	10½
" 2.....	10½	10½
Rio 7.....	9½	
" 6.....	9½	
" 5.....	10	
" 4.....	10½	(No Rio Cup
" 3.....	10½	Selections)
" 2.....	10½	

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Central America—	
Maracaibo—	
Truxillo.....10½@10½	
Bocano.....10½@11½	
Tovar.....10½@11½	
Merida.....11½@11½	
do washed.....11½@12½	
Fair to Good.....11½@12½	
Prime to Choice.....12½@13½	
Cucuta—	
Ordinary.....10½@10½	
Fair to good.....11 @11½	
Prime to Choice.....12 @13	
do washed.....11½@13½	
†Laguayra—	
Caracas.....10½@10½	
do washed.....11 @12	
Porto Cabello.....10 @10½	
do washed.....10½@11½	
Colombian—	
Ocana.....10½@11½	
Bucaramanga.....11½@13½	
do washed.....11½@13	
Tolima.....11½@12½	
Bogotas-Washed.....10 @13½	
†Medellin.....10 @15	
†Manizales.....10 @13½	
Cauca.....11 @11½	
Mexican—	
†Cordoba.....9½@9½	
do washed.....11 @12	
†Coatepec.....10½@10½	
†do washed.....11½@12½	
†Oaxaca.....10½@11½	
†do washed.....11 @12½	
Central America—	
†Costa Rica—	
Common.....8½@9½	
Fair to good.....11 @12	
Prime to choice.....12½@13½	
San Salvador.....10½@11½	
do washed.....11 @12	
Nicaragua.....10 @10½	
do washed.....11 @11½	
†Guatemala Coban	
Common.....8½@9½	
Fair to good.....11 @12	
Prime to choice.....12½@13½	
do unwashed.....10 @10½	
Puerto Rico—	
†Unwashed.....10 @11	
Washed.....11 @13	
†Hayti—	
†Unwashed.....9½@10½	
†Washed.....11 @13	
†Jamaica—	
Ordinary.....9½@9½	
G'd ordinary.....9½@9½	
Washed.....11 @12	
East India—	
Padang Int.....24 @25	
Corinche.....24 @26	
Kroe.....24½@25	
Timor.....22½@23	
Private Estate.....25½@26½	
Fancies.....26 @28½	
Abyssinian.....@	
Mocha.....19 @20	
Liberian—	
Small.....21 @22	
†Straits.....@	
†Surinam.....@17	
Pamanoekin.....@	

† Nominal because of small arrivals.

† Common to fancy.

TEAS.

CHINA AND JAPAN—LINE PRICES
(75 or More Packages of One Number)

Formosa—Cont.	
Formosa.....1.00	@1.20
COUNTRY GREEN	
Gunpowder—	
Extra.....45 @60	
Firsts.....42 @43	
Seconds.....@	
Imperial.....@	
Firsts.....@	
Seconds.....26 @28	
Thirds.....@	
Young Hyson—	
Extra.....55 @	
Formosa—	
Common.....24 @25	
Fair.....25 @25½	
Good.....25½@26	
Superior.....26 @26½	
Fine.....26½@27	
Formosa—	
Fair.....28 @	
Good.....27 @28	
Superior.....30 @	
Fine.....35 @38	
Finest.....40 @45	
Choice.....35 @40	
Choicest.....70 @75	

Young Hyson—Cont.

Firsts.....@	
Seconds.....@	
Thirds.....@	
Hyson—	
Seconds.....@	
Thirds.....@	
GUNPOWDER	
Firsts.....37 @38	
Extra Firsts.....35 @36	
Firsts.....36 @38	
Seconds.....30 @31	
Thirds.....28 @29	

INDIA AND CEYLON—	
Pekoe Souchong.....36 @37	
Pekoe.....38 @40	
Orange Pekoe.....40 @43	
Ceylon—	
Pekoe Souchong.....38 @39	
Pekoe.....40 @42	
Orange Pekoe.....43 @50	
B. O. Pekoe.....48 @55	

SPICES—FIRST HAND PRICES.

Pepper—	
Singapore.....23½@24	
Acheen A.....@	
Acheen B.....@	
Acheen C.....@	
Lampung.....23½@24	
White—	
Singapore.....25 @25½	
Penang.....25 @25½	
Siam.....25 @25½	
Heavy—	
Aleppy.....25½@26	
Tellicherry.....26 @26½	
Cloves—	
Zanzibar.....35 @37	
Amboyna.....36½@38	
Penang.....@	
Pimento.....6 @6½	
Red Peppers—	
Mombassa.....25 @26	
Japan.....11½@12	
CHICORY—FIRST HAND PRICES.	
Domestic, granulated, coarse or medium, in bags.....15 @20	
In barrels.....16 @20	
Best English, in barrels.....8 @	
Domestic yellow roll.....8 @	

COCOA—FIRST-HAND PRICES.

Acra.....10 @10½	
African.....11½@12	
Bahia.....11 @12	
Caracas.....12½@12½	
Guayaquil.....12½@12½	
Arriba.....11½@12	
Maracaibo.....12 @12½	
Cuba.....11½@12	
Dominica.....11½@12½	
Grenada.....12 @12½	
Hayti.....9½@10½	
Jamaica.....10½@11½	
Maracaibo.....27 @	
Para.....12 @12½	
Sanchez.....9½@10	
St. Vincent.....@	
Surinam.....12 @12½	
Trinidad.....12 @12½	

Prices to Retailers

COFFEE

Kind of Coffee.	
(BAG LOTS—100 POUNDS.)	
Green	
From	To
Santos.....10	14½
" Peaberry.....11½	14
Rio.....9½	12½
Maracaibo.....12	18
Caracas.....12	17
Bucaramanga.....13½	18
Bogotas.....13½	19
Mexican.....12½	19
Costa Rica.....13½	17
Guatemala.....13	17½
Jamaica.....12	18½
Padang.....27	33
†Mocha.....20½	25
†Abyssinian.....19	23
Java.....26	33
Porto Rico.....14	18½
Roasted.	
From	To
Santos.....12½	17½
" Peaberry.....14	17½
Rio.....12	15½
Maracaibo.....16	21
Caracas.....16	22
Bucaramanga.....17½	23½
Bogotas.....18	23½
Mexican.....18	23½
Costa Rica.....17	18½
Guatemala.....16	21½
Jamaica.....15	18½
Padang.....22½	30½
†Mocha.....23	28
†Abyssinian.....23½	40
Java.....31½	40
Porto Rico.....17	23½

TEAS.

(SINGLE PACKAGE LOTS.)	
From	To
Formosa.....26	45
Formosa.....24	21
Congou.....24	45
Japan P. F.....25	45
B. F.....45	50
India.....50	55
Ceylon.....28	40
Gunpowder.....28	43
Young Hyson.....28	43



Up-to-date System for Retail Stores

Electrically Operated National Cash Register

Greatest labor-saving machine for retail merchants.

It does 15 things in three seconds.

It does quickly what clerks can't do.

Tells which clerk sells the most goods.

Advertises your goods direct to your customers.

The New N. C. R. Credit File

Cuts out all bookkeeping of customers' accounts.

No customers' ledger, blotter or daybook.

Every customer's account balanced to the minute.

Complete record with one writing.

Saves time and work for clerks.

Customers like it; it saves their time.

War or no war, prosperity is increasing. Hence don't delay.

Order now and get the profits which our system will make for you.

It more than pays for itself out of the money it saves. Sold on small monthly payments.

Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.



Adapted to retail stores of all kinds, from the smallest to the largest

To Dept. 118,
National Cash Register Co., Dayton, Ohio

Please send me full particulars of
your latest model cash register
and the new N. C. R. credit file.

Name _____

Business _____

Address _____

Get the benefit of these prosperous times.

Cut out this coupon and mail it today.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Fire Queen Drip Coffee Pot



**Insures the satisfaction
from your coffee that
brings the re-orders.**

The coffee business is a gamble. You may sell the best coffee on earth, but if spoiled in the making it's a dead one, and more than half the coffee sold is spoiled either by wrong methods of preparation or by a foul pot.

Every coffee man knows the drip process is the one best way to make coffee. A porcelain dripper, therefore, is the last word as coffee has no chemical action on porcelain. It rinses clean and stays sweet even in the hands of a careless cook.

The efficient, economical, non-tannic, time and labor saving features of the pot combined with its low cost, make it a beautiful demonstrating proposition either for premium or straight sale.

Write for description and prices.

Now is the time to cash in on what the National Coffee Roasters' Association and many independent coffee roasters are doing to boost "correct coffee making" as the one best way to stimulate the business.

Fire Queen Percolator Co.
116 Hudson St., New York



**GREGG'S
DINING-CAR SPECIAL**
½ Case—30 One lb. Tins, 32c. lb.
Full "—60 " " " 31c. lb.
"The Coffee that's Best by Test"
C. D. GREGG TEA & COFFEE CO.
76 FRONT ST., NEW YORK, N. Y.

REEVE & VAN RIPER
WAREHOUSEMEN
COFFEE Milling, Cleaning, Hulling,
Separating and Picking
Packers of Teas in all styles. Lead
packages a specialty
Storage and Weighing
46-48-49 WATER ST., NEW YORK



The House Behind The Goods
Bee Brand Spices
Bee Brand Extracts
Banquet Brand Tea
MCCORMICK & CO., Inc.
BALTIMORE, MD.

The best method of making coffee will fail if the coffee is not freshly ground. When



y o u
set an
Arcade
Mill to
grind
t h e
proper
size, it
is lock-
ed and
always
gives
the same result. We make
seventy styles of mills,
every one a good grinder.

ARCADE MANUFACTURING CO.
1500 Arcade Avenue
FREEPORT, ILLINOIS

American Sugar Refining Company

SAVE THE FRUIT CROP

Our advertising is telling millions of people that if they use more canned and preserved fruits they will not only help to stop the great waste of fruit, but will also have delicious, healthful and economical foods to vary winter's menus.

This advertising will create a greater demand for Domino Granulated, the best sugar for canning and preserving.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

HILLIS'S COFFEE AND CHICORY SUBSTITUTES ARE STANDARD THE WORLD OVER.

A mixture of one part of HILLIS TRIUMPH CHICORY SUBSTITUTE and two or three parts of HILLIS BEST BLENDING COFFEE FILLER can be mixed from 20% to 60% or more in Coffee, assuring a satisfactory, profitable and repeat business.

The largest and most successful packers of Coffee Compounds in America use these grades. If you are looking for the best goods for mixing in Coffee, let us ship you a 200 lb. bag of the TRIUMPH CHICORY SUB. at 7½¢ per lb., also a 200 lb. bag of the BEST BLENDING at 4½¢ per lb., P. O. B. New York, less 1% 10, net 30 days. We are certain that if you give these goods a trial, that you will be well pleased with the results and we will gain a steady buyer. Prices quoted are the jobbing prices for quantity lots. Awaiting the pleasure of your trial order, we are, Respectfully,

HILLIS CEREAL MFG. CO.,
Brooklyn, N. Y.

ONE HUNDRED AND FIFTY MODEL TEA AND COFFEE ADVERTISEMENTS

comprise Blake's Tea & Coffee Ad Service. Each advertisement is of a size that will exactly fit a five or six inch single column newspaper space.

Every ad is printed in duplicate and easily removed from the loose leaf binder. All the compositor has to do is to follow the general style, filling in your brand names and signature.

You may become the sole owner of these ads in your locality. Will send the service on approval. Keep it five days and if it isn't as represented, return it at no expense. Address

THE TEA AND COFFEE TRADE JOURNAL
71 WALL STREET, NEW YORK

Protect Your Trade Marks and Your Trade Marks will Protect You.

For all information and services relating to Trade Marks, Write

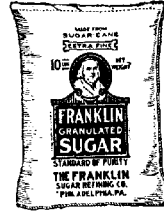
TRADE MARK TITLE CO.
Ft. Wayne, Ind.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

SAVE THE FRUIT CROP



Our newspaper advertising is teaching housewives the economy and nutritive value of preserved and canned fruits. This will tend to stop the great waste of fruit and to increase the consumption of jams, jellies and preserves. This advertising will also greatly increase the sale of Franklin Granulated Sugar.



Franklin Granulated Sugar is sold in 1, 2 and 5 lb. cartons and in 2, 5, 10, 25 and 50 lb. cotton bags.

The Franklin Sugar Refining Company

PHILADELPHIA

KAFFEE HAG

NOT a substitute

but real coffee with
95% of the caffeine
removed.

Prepared at New Brunswick, N. J.

Sold by grocers everywhere.

KAFFEE HAG CORPORATION
225 5th Ave., New York



The Men Who Know Profit By Their Knowledge

Contributors—Past, Present, Future—

THE MAGAZINE OF WALL STREET

E. P. Ripley.....Pres. Atchafon Railroad
Adolph Lewisohn.....Pres. Miami Copper Co.
John N. Willys.....Pres. Willys-Overland Auto Co.
John A. Topping, Pres. Republic Iron & Steel Co.
Chas. E. Mitchell.....Pres. National City Co.

TO PROTECT THE INVESTOR

"The Magazine of Wall Street is always timely and conducted with real skill and independence. I read it regularly with constantly increasing admiration."
Ivy L. Lee, Railroad Expert and member Mr. John D. Rockefeller's advisory board.

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Name.....

Address..... City.....

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Warner's

EXTRA FINE GRANULATED SUGAR

Satisfactory sugar makes and keeps satisfied customers. That means sugar perfect in sweetening power, even in texture, of sparkling pure white crystals, and free from dirt.

That means sugar from the Warner Refinery, because only pure cane is used and our modern refinery insures a perfect product, refined and packed under conditions of absolute cleanliness and up-to-the-minute efficiency.

This applies with equal force to all kinds of Warner Sugar—extra granulated in convenient, attractive 2 lb. and 5 lb. cartons, dainty cubes for coffee and tea or any of our 27 kinds in bags, barrels or boxes.

WARNER SUGAR REFINING CO.
79 Wall Street, New York



Coffee Sermonettes

No. 6.—Prudence in Business

TEXT: We accomplish more by prudence than by force.—*Tacitus*.

¶ "Fools rush in where angels fear to tread." From the start we've never taken chances. This is a coffee business built up on *prudence*—we don't believe in trying to force people to come to 65 Front Street. We've felt certain they'd gravitate there just naturally—sooner or later.

¶ This element of prudence in the coffee business should mean much to you. Many cases of misbranding of teas and coffees have been brought by the Governmental authorities where the dealer's chief offense lay in his ignorance or his lack of prudence in purchasing supplies.

¶ All of our shipments are sold under their proper names and our packages branded so as to clearly state the contents. This has made it exceedingly difficult at times to compete with rival houses, where shipments were made up in order that they might be sold slightly under market prices.

¶ *Cup Quality First Consideration*, correct labeling of merchandise and reasonable prices are the things we preach, and not only preach, but put into practice. Deal with any house, anywhere, that has **PRUDENCE** written big on its shield, but if you would combine expert service with prudence in the New York market, try US.

¶ And don't forget that in teas and co-coas we can serve you quite as efficiently as in coffees. We have some teas to offer which are great values, and our Royal Stag Cocoa is worth looking into. We'll gladly submit samples and quote prices.

"Old Dutch Mills"

Successors to

William B. Harris Company

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street

New York

(Copyright)



A Mid-Summer Chat
of
F. A. Ferris & Company
with their
Thirty Thousand
Merchant Friends

The American Flag

"Oh! say, does that Star Spangled Banner yet wave
O'er the Land of the Free, and the Home of the Brave?"

ARE WE PROUD OF IT?

For years, during the Summer Scattering of his family, Our Senior has made his home between the week ends at the Union League Club. One Summer he was assigned the room which has been the Eastern Winter Quarters of Gen. Granville M. Dodge, U. S. A., an honored veteran of the Civil War.

Here the old Soldier had gathered Mementos of his gallant service in the Field; fine pictures of several battles in which his Division had honorable part, and the General fought it out to the end.

Our Senior, spending his mid-weeks for four months in these surroundings, found them of surpassing interest. Every night it was as if he himself were living over the stirring times until he felt the throb of those Heroes' High Patriotism, devoting at all personal cost their Lives, their Fortunes and their Sacred Honor to save the Land of their Loyal Love.

Does the call for Personal Self-Sacrifice come to us now?

But the one Memento that most appealed to his heart was a frame over the mantel, presenting a small picture of The Saviour of His Country, followed by a fac-simile of the note he wrote to "Mrs. Bixby, of Boston," in November 1864. Our Artist brings this to your eye today. In these later days of Sacrifice

—Continued on the next three pages.

Executive Mansion
Washington, Nov 21, 1864

To Mrs Bisby, Boston, Mass.

Dear Madam.

I have been shown in the files of the War Department a statement of the Adjutant General of Massachusetts that you are the mother of five sons who have died gloriously on the field of battle. I feel how weak and fruitless must be any word of mine which should attempt to beguile you from the grief of a loss so overwhelming. But I cannot refrain from tendering you the consolation that may be found in the thanks of the Republic they died to save. I pray that our Heavenly Father may assuage the anguish of your bereavement, and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom.

Yours very sincerely and respectfully.

A. Lincoln

and Herosim, do we not feel moved reverently to lift our hats and open our manly hearts to its personal message to us?

Perhaps you have a dear Boy in Kakhi? Proud of Him? Would you do anything—ANYTHING you could to have his splendid devotion carry out? He will "do his bit" and with a smile you "Thank God for such a boy," having your Name, your Flesh and Blood; your Father Love and Pride. And if he does not come back, in your warm throbbing heart you will raise an undying shrine "My Noble Son! A Soldier of his Country and for the Liberty of Mankind." And you will recall this Boston Mother and say "I know!"

Is not this sweet letter one of the noblest tributes to the High Manhood of our Martyr President? Years ago it was introduced to our boys and girls in School as a well nigh matchless specimen of pure, expressive English. But the writer never once thought of that. The President who loved His Country

—Continued on the next two pages—

supremely, all unknowingly was walking every day steadily to his mortal wound. He could prize and praise a Noble Mother of this type who could give all her Sons to save her Country and theirs.

Hats on, Gentlemen. Are we not better men, with higher views of life for spending these minutes with these noble ones?

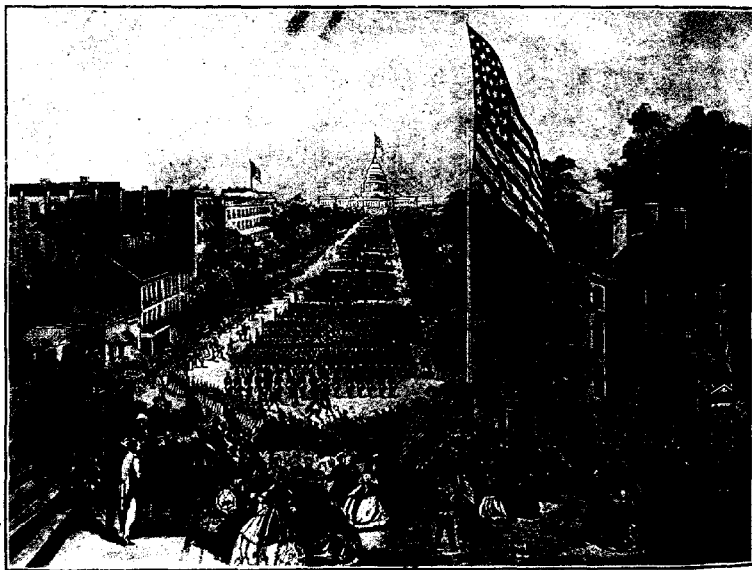
Are we catching a portion of their superb spirit?

Our Artist finds in Frank Leslie's Illustrated Newspaper of that day, a Reproduction of the Grand Final Review of our Army at the Close of the Civil War, as it passed up Pennsylvania Avenue in Washington, May 23, 1865, on its way to the Reviewing Stand. The view-point is from the United States Treasury Building.

And what did the STARS AND STRIPES mean on that glad day?

First: One Country! One United People! A Pure Democracy; the Majority to Govern the Country for the good of all!

Second: Never again Human Ownership in Body, Blood, Will or Service of another Man.



ANOTHER NOTABLE FLAG DAY IN AMERICAN HISTORY

Does not the National Flag on Capitol Hill seem to wave proudly as if inspired by its supreme message? May God speed the Day when the Noble German People, redeemed from the Hohenzollern thralldom, shall stand with their True Friends, The Allied Nations, for Universal Government "Of the People, By the People, and For the People," to the ends of the Earth. Then shall "They beat their Swords into Plowshares and their Spears into Pruning-

—Continued on the next page.

hooks: Nation shall not lift up Sword against Nation, neither shall they learn War any more." Shall the almost incalculable loss in the War of 1914-17 thus be worth to the World all its huge Cost?

Have you ever looked up what the Civil War cost us in Humans?

	Northern Army.	Southern Army.
Died in Battle.....	110,070 Men	94,000 Men
Died from Wounds and Disease.....	199,720 "	59,297 "
Died in Prisons.....	24,866 "	4,000 "
"Missing".....	24,872 "	92,703 "
	359,528 "	250,000 "

And was the Loss of 600,000 American Men in their young Prime too huge a Price to pay in those days for "Liberty and the Union?"

CAN YOU AND WE STAND TOGETHER IN BUSINESS TO OUR MUTUAL ADVANTAGE?

There is such a vast amount of exhortation to the People at large to avoid sheer waste and to practice true economy. That does not mean, however, that a man shall eat tough steak if he can afford a tender one, nor a salt hard Ham if he has the Cash to pay for the finer grade. Personally, we would rather have the best and most nutritious Food, even if we were obliged to cut down somewhat its quantity, rather than to outrage our Stomachs with that which is simply cheap. One-half of the great flood of Hams and Bacon sold in these United States yearly can make no pretense to "Fine Curing." Does not your future business prosperity depend upon your giving money's worth in Quality rather than "Bulk in cheapness?"

THE FERRIS SUPERB TRADE MARK HAMS AND BONELESS BREAKFAST BACON OFFER YOU:

- 1st—Highest and Uniform Quality. Do you like that?
- 2nd—Strictly One Price in our Selling. Do you like that?
- 3rd—All Orders received by one o'clock can be shipped the same afternoon. Do you like that?

These are High Grade Business Conditions and beside sharing these together, let us be Friends.

Sincerely yours,



A. Ferris Company.

Nos. 262-264-266-268-270-272 Mott Street,
New York City

The Buyer's Interest in Wasteless Advertising

BUYERS who appreciate that waste in selling must eventually be passed on to them in some form, are paying more and more attention to the sales methods of the concerns seeking their business.

The extravagant use of space in publications of general circulation, to advertise a commodity or a service appealing chiefly to a certain well-defined class, is not only poor judgment, but *it is an economic waste.*

Can you imagine an intelligent salesman, with a proposition for a steel mill or a dry goods store, calling at every office in town in an effort to locate a prospect? How needlessly wasteful to adopt similar methods in advertising, which is simply an improved means of accomplishing certain necessary steps of a sale.

On the other hand, the seller who uses the business papers reaching *only* the class interested in his message, is employing the most direct, efficient and economical method of getting in touch with prospective buyers.

Properly used, the good business paper bears the same relation to the sales department, that an improved machine does to the production department. Better selling methods go hand in hand with better manufacturing methods.

To encourage wasteless advertising, the most efficient modern means of bringing buyer and seller together, there is every reason why the discriminating buyer should give preferred consideration to the concern that tells its business story in the buyer's own business paper.

*Ask this office anything you want to know about
Business Papers or Business Paper Advertising.*

THE ASSOCIATED BUSINESS PAPERS · INC.

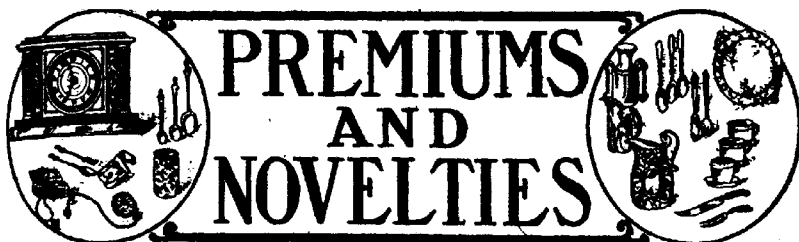
The International Organization of Trade,
Technical and Class Publications

Headquarters, 220 West 42nd Street
New York

LIST OF MEMBERS

Each member has subscribed to the 10 "Standards of Practice," a high code of ethics covering all departments of business paper publishing.

Advertising & Selling
American Architect
American Blacksmith
American Exporter
American Hatter
American Machinist
American Paint & Oil Dealer
American Printer
American School Board Journal
Architectural Record
Automobile, The
Automobile Dealer & Repairer
Boot & Shoe Recorder
Brick & Clay Record
Buildings & Building Management
Bulletin of Pharmacy
Canadian Grocer
Canadian Railway & Marine World
Cement World
Clothier & Furnisher
Coal Age
Concrete
Domestic Engineering
Drygoodsman, The
Dry Goods Economist
Dry Goods Reporter
Editor & Publisher
Electrical Review & Western Electrician
Electrical World
Electric Railway Journal
Electric Traction
Engineering & Mining Journal
Engineering News-Record
Farm Machinery—Farm Power
Furniture Manufacturer & Artisan
Grand Rapids Furniture Record
Haberdasher, The
Hardware Age
Hide & Leather
Hotel Monthly
Illustrated Milliner
Implement Age
Industrial Arts Magazine
Inland Printer
Iron Age
International Trade
Lumber Trade Journal
Lumber World Review
Manufacturing Jeweler
Marine Engineering
Metal Worker, Plumber & Steam Fitter
Metallurgical & Chemical Engineering
Modern Hospital
Motor Age
Motor World
National Builder
National Druggist
National Petroleum News
Power
Practical Engineer
Railway Age Gazette
Railway Electrical Engineer
Railway Maintenance Engineer
Railway Mechanical Engineer
Railway Signal Engineer
Shoe & Leather Reporter
Shoe Findings
Shoe Retailer
Tea & Coffee Trade Journal
Textile World Journal
Transfer & Storage
Woodworker



PREMIUMS AND NOVELTIES

THE PREMIUM USERS

Business-Getting Schemes Evolved by Live Tea, Coffee and Grocery Merchants

HERE are some of the latest ginger ideas followed by tea, coffee and grocery merchants who find that premiums "help sell the goods."

SPECIAL SATURDAY SOUVENIRS

The C. D. Kenney Company, Nashville, Tenn., gives away souvenirs on every Saturday to all purchasers of its teas and coffees.

GIVES COFFEE AND TEA FOR COUPONS

The Ennis-Hanly-Blackburn Coffee Company, coffee roasters and spice grinders, of Kansas City, Mo., packs coupons in its Golden Wedding coffee, and offers a pound of that brand or a half-pound of Golden Wedding tea free in return for ten whole coupons.

CONSUMER MAY SELECT ALUMINUM WARE

When a consumer has saved twenty certificates which the Western Grocer Mills, Marshalltown, Ia., packs with its coffee, one coupon to each pound, she presents the certificates to her grocer and may select a piece of aluminum ware.

USES A 16-PAGE CATALOGUE

The Clark & Host Company, Milwaukee, issues a 16-page profusely illustrated catalogue showing the premiums given for coupons packed with its line of coffees, teas, spices and extracts. These certificates are either whole coupons, half or one-quarter, and the premiums can be obtained either for the specified number of coupons or for part cash and part coupons.

COMBINED PRICE AND PREMIUM CATALOGUE

The Home Tea Company, Muscatine, Ia., makes a feature of a catalogue that not only contains a list of products and premiums but also gives the sales prices and the number of coupons required for each premium. Incidentally, the frontis page carries some arguments pointing out to consumers that they should always buy fresh roasted coffee.

CHARGES PREMIUMS TO ADVERTISING

The William Edwards Company, Cleveland, Ohio, considers the giving of premiums a matter of advertising, and accordingly charges such expense to its advertising account. The premiums are given to dealers rather than consumers.

THE EQUAL VALUE PROPOSITION

The Black Hawk Coffee & Spice Company, Waterloo, Ia., gives as premiums certain quality dishes on the equal value proposition. The company also gives aluminum ware, but only on the coupon basis.

NEW PREMIUM SPECIALTIES

Some of the Latest Productions of the Premium Supply Houses

NEW things are being brought forward every day as premiums which are particularly suitable for use in the tea and coffee trade. Under this heading will appear the more notable productions of the month.

A SEWING MACHINE MOTOR

Any premium that makes for less work in the home is always welcomed by women. That is the

belief of the Wisconsin Electric Company, Racine, Wis., which is offering the Dumore sewing machine motor pictured herewith. The maker says the device takes the hard work out of sewing, so that a woman can run a machine all day without feeling tired. With this motor attached to the flywheel of the machine, with the control lever on the treadle, there is no pedaling to be



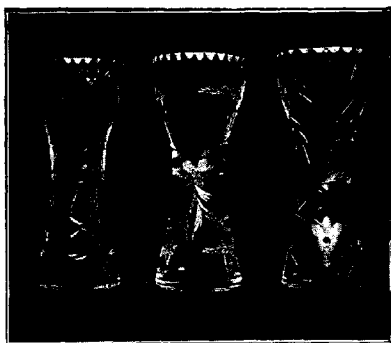
HOW THE DUMORE MOTOR IS ATTACHED

done. The motor drops with the sewing machine head, and doesn't need to be detached; it has adjustments in all directions, and fits any sewing

machine. Current is taken from the house lighting circuit, and, according to the manufacturer, the motor consumes less than a cent's worth of current an hour.

ENGRAVED VASES AS PREMIUMS

Merchants and manufacturers agree that few women can resist the appeal of the rich appearance of cut-glass and its practicability, espe-



HIGH-GRADE STONE ENGRAVED VASES

cially when it is offered as a premium specialty. That has been the experience of the O. F. Eggington Company, Cornell, N. Y., which has been producing high-grade, rich cut-glass for several years for premium use. The company is now specializing on stone engraved vases, such as is shown in the accompanying illustration, and seven-piece water sets and sugar and cream sets having the same designs engraved on them. The company's Floricut heavy salad bowl, its three-pint jugs, half-pint tumblers and compotes are also finding favor as premiums. The manufacturer is prepared to supply users with these articles at attractive prices.

There is more than one kind of service; there is a service in the trench, and a service on the firing line, a service in the shop, and also a service in the store, a service in the factory, a service in the field, a service in all innumerable humble walks of life, both industrial and commercial.—George Creel.

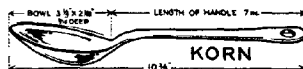


SUGAR AND CREAM

Retail value \$1. Medium weight crystal blank. All cut, highly polished pattern. Natural star bottom. Cracker jack premium! 60 pairs to bbl. Low factory prices will please you. THE CONDON GLASS CO. 574 Oakwood Ave., Toledo, O.

Good Merchandising

Is selling QUICK at a PROFIT,
DON'T ask price—ORDER.
Half Dozen to a Gross.
If not SATISFACTORY—return.



25c Item

If your Jobber cannot furnish—
order direct.
GOOD for PREMIUM or SPECIAL Sale.

The
BUCKEYE ALUMINUM CO.

Manufacturers of "REAL SOLID"
Aluminum Cooking Utensils.

WOOSTER, OHIO

Steinfeld Aluminum Percolators

Aluminum Coffee Percolators have always been "SUCCESSFUL BOOSTERS" when used as Premiums. Whether put out as an introductory "Special Offer" to establish a Branded Pound Package or given away on Check or Coupon proposition, our 8 and 9 cup Percolators work in well with any plan that might be originated. Both sizes made from 20 Gauge Hard Metal—99% Pure Aluminum. Polished Finish Outside. Aluminum Inset, Glass Top and Polished Wood Handle. Packed—1 in Carton—24 in Shipping Carton.

STEINFELD BROS., - 116-120 W. 32d St., New York

"Headquarters for Useful Household Premiums of Established Value."



TEA AND COFFEE POST CARDS

New Edition—Just off the Press

Two Series of Beautiful
Three - Color Pictures

SHOWING

Set No. 1—Tea Culture and Manufacture Around the World.

Set No. 2—Coffee Culture and Preparation Around the World.

Scenes in every tea and coffee country; many reproduced from original photographs taken by the Editor. With descriptive text written by WILLIAM H. UKERS, Editor of THE TEA AND COFFEE TRADE JOURNAL.

25 Colored Cards in Each Set

25 Tea Cards in Set No. 1 25 Coffee Cards in Set No. 2.

No printing on the picture side, but ample space reserved for advertising under the descriptive text on the cards and on the cartons. Each set is packed in a neat mailing carton.



A TAMIL TEA PLUCKER—CEYLON
Card No. 3 in the Series "Tea Culture Around the World"

AN EDUCATIONAL PREMIUM

These cards can be used as an

Advertising Novelty

or as a **PREMIUM** with, or without coupons.

Parents and teachers will approve and encourage the children to collect them as they tell the **Complete Tea and Coffee Story.**

Quantity Price List on Request
NO FREE SAMPLES

Sample Sets, 25 Cents Each
Order by number



COFFEE IN JAVA

Card No. 11 in the Series "Coffee Culture Around the World"

THE AJAX PUBLISHING CO., 85 Wall St., New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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The Widlar Co.

Cleveland, Ohio

Pure Spices

Scientifically Ground

Established 1855

Never been prosecuted for the violation of any food law—Either State or National.

Isn't that the kind of a firm you want to do business with?

QUALITY — PRICE — SERVICE — PURITY

But not price at the sacrifice of Quality



Suitable Seals FOR BAGS

**They are the right shape to
cover the cracks
They are easier to stick and
They Stay Stuck**

Made in tone colors to harmonize with the
color of your package

We make the old Blue and Red Scalloped kind too-- but we do not recommend
them for Coffee Bags

Thomas M Royal & Co COLOR PRINTING & PAPER GOODS **Bryn Mawr Pa**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE most direct and conclusive evidence of recognition by buyers of the general merit and price attractiveness of Central American coffees is the sale by our San Francisco office in the first six months of 1917 of over

**FIVE HUNDRED THOUSAND BAGS
OF
CENTRAL AMERICAN COFFEES**

We believe that confidence in C. E. Bickford & Co. played its part in effecting such a sales volume. We are accordingly appreciative of increasing responsiveness to our efforts.

To those whose consideration of our offerings have resulted in the establishment and maintenance of trading relations as well as to such firms as we have not had the pleasure of serving we can say that,

We are prepared always to stand unqualifiedly back of every sale made, with a guarantee of fulfillment in the shape of entire satisfaction to all concerned, by which we hope to maintain the high standards of

BICKFORD SERVICE

New York
120 Front Street

Chicago
180 N. Dearborn Street

San Francisco
104 California Street

Los Angeles
180 S. Central Avenue

New Orleans
300 Magazine Street

Portland, Ore.
7 First Street

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE TEA AND COFFEE TRADE JOURNAL

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THE TEA AND COFFEE TRADE JOURNAL, published at 79 Wall Street, New York. Terms of subscription \$2.00 a year postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered at the New York Post Office as second class matter. Copyright 1917 by THE TEA AND COFFEE TRADE JOURNAL COMPANY

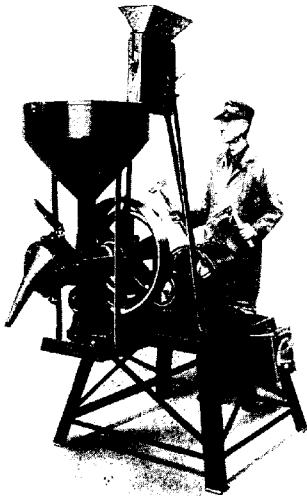
The Seven Point Peanut Butter Plant

POINT NO. 2

Every machine included in the LAMBERT PEANUT BUTTER PLANT is manufactured in the factory of the Lambert Machine Company at Marshall, Mich.

The Lambert Peanut Butter Plant

offers you the only complete Peanut Butter Equipment, consisting of suitable peanut roasting apparatus, peanut blancher, picking



Peanut Butter Mill No. 8

and stoning machinery, one or more peanut butter mills complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

The Lambert Machine Company is the only concern manufacturing COMPLETE peanut butter plants.

Plans designed according to requirements or specifications, and estimates furnished

Lambert Machine Co

Marshall, Mich.

The Seven Point Coffee Roaster

POINT NO. 2

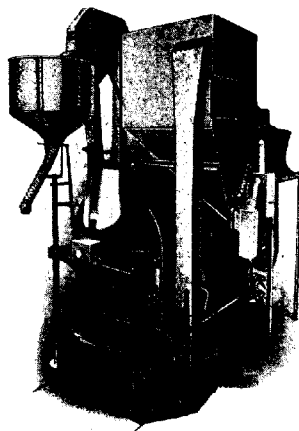
THE LAMBERT ROASTER is the Pioneer INDIRECT Flame (underneath) gas roaster. Coffee roasters play safe when they deal with the Pioneer Manufacturer, because experience counts.

The Lambert Electric Coffee Roaster

is a complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. It is built in two standard sizes—300 pounds and 200 pounds capacity. It is constructed in compact and self-contained form.

Send for descriptive catalog of our complete line. Ask us questions, we're always glad to answer them.

Plans for larger coffee-roasting plants prepared and submitted on application.

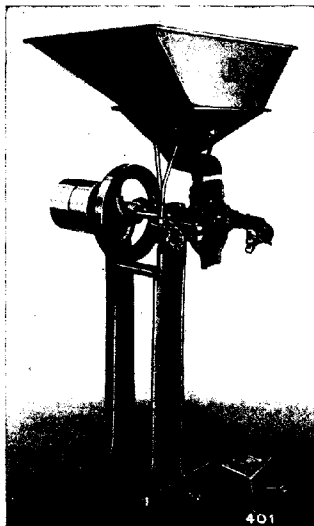


Class E—Electric Coffee Roasting Outfit

Lambert Machine Co

Marshall, Mich.

Low-Cost Coffee Grinding



Do you need to turn out a lot of ground coffee at low cost? Not steel cut, not pulverized, but an ordinary fine grind and a lot of it.

This No. 11 Burns mill is the machine that hurries coffee beans into little pieces. It is used from one end of the country to the other. Some recent reports from scattered users are printed below:

GRANGER & CO., Buffalo, write us July 19:

"The No. 11 coffee mill which you shipped us recently is the second one of this kind we have had and is giving splendid satisfaction."

ARBUCKLE BROS., Kansas City, write us June 22:

"Are pleased to advise that the coffee grinding mill which we installed a short time ago is in splendid condition and we are very much pleased with its operation."

CLOSSET & DEVERS, Seattle, write us June 30:

"The Number 11 coffee grinding mill which was purchased a few months since from you has given entire satisfaction in every particular."

Send for Circular 201

JABEZ BURNS & SONS



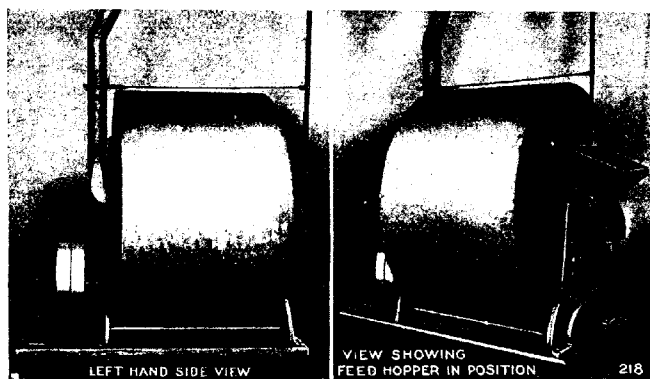
11TH AVE. & 43RD ST. NEW YORK

Selling Tea is a Good Business

if you build up trade with people who know quality.

To hold this discriminating trade you must furnish goods which will give unvarying satisfaction, which means that you must select suitable teas from the market's offerings and blend them into your cup-tested product.

American firms who are doing this successfully have factories equipped with the Burns Tea Mixer, the machine which really mixes, without breaking the leaf, and which has an air-suction cleaning attachment which improves the goods wonderfully as regards clear infusion.



The Burns Tea Mixer, with Suction Gate and Lever of Cleaner Attachment

JOS. TETLEY & CO., of New York, are installing one of these machines of 1000-lb capacity. There are three of the same size in the new JEWEL TEA CO. plant, Hoboken, N. J.

JABEZ BURNS & SONS



11TH AVE. & 43RD ST. NEW YORK

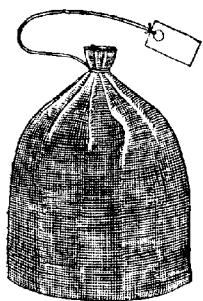
VIEWS IN PLANT OF NATIONAL URN BAG CO. New York



SCENES SHOWING THE MANUFACTURING AND FILLING OF INDIVIDUAL TEA MAKERS IN OUR MODERN ESTABLISHMENT.

Individual Tea Makers Manufactured and Packed

Individual tea makers are growing in popularity among restaurant proprietors. They have many advantages that commend them to discerning buyers. They appeal to restaurant and hotel keepers because they are economical, sanitary, convenient and fool proof.



Tea Bag Ready for Use

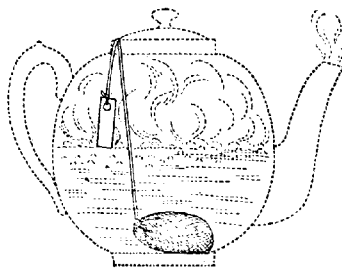
if desired, we pack them, thus relieving the distributor of this detail. We are now packing for some of the largest tea concerns in the country, all the work being done on the premises in a conscientious and thorough manner.

If you do not sell individuals (we call them tea "Perfectors"), you should investigate their possibilities. If you do sell them we want the chance to figure with you.

Let us tell you what we are doing for others and give you full particulars as to prices, etc.

It is good business for tea distributors to cater to the increasing demand for individual tea makers. They show a generous profit, bring repeat orders and many times open up an enlarged field for tea sales.

We specialize in the making of individual cotton tea makers. The views shown on the opposite page will give some conception of our facilities and the extent of our organization. We not only make the bags but,



How Tea Bag Is Used

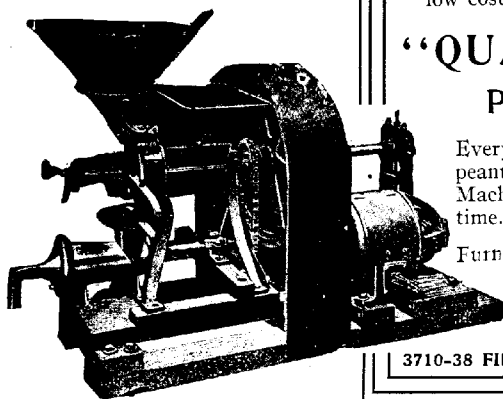
National Urn Bag Co.

174-176 East 104th Street

New York

Manufacturers of tea bags, coffee urn bags, and mailing bags of every description.

ANY ONE CAN OPERATE A
"QUAKER CITY" PEANUT
BUTTER MILL



Make Your Own Peanut Butter!

You are losing money if you are buying peanut butter. You can make it better and fresher at an extremely low cost. It's simple work with the

"QUAKER CITY"

Peanut Butter Mill

Everything complete. Simply feed peanuts—the machine does the work. Machine pays for itself in a short time. Three models.

Furnished with or without motor.

Write for catalog now.

The A. W. STRAUB CO.

ESTABLISHED SINCE 1867

3710-38 FILBERT ST., PHILADELPHIA, PA.

Harry C. Danaher
Coffee
Commission

New Orleans, La.

Member New Orleans Board of Trade

Chas. Dittmann F. V. Allain Chas. S. Dittmann Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.
Coffee Commission

New Orleans—501 Gravier St., P. O. Box 747
Chicago, 326 River St., Rooms, 203-204

AGENTS FOR:

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Messrs. E. Johnston & Co., Ltd., Santos
Messrs. Atlas Coffee Co., Ltd., Rio-de-Janeiro
Messrs. Norton Megaw & Co., Ltd., London
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro
Messrs. Arbuthnot, Latham & Co., Bankers, London
Messrs. Fred'k. Huth & Co., Bankers, London
U. S. Branch of Thames & Mersey Marine Insurance
Co. Ltd., of London & Manchester
London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued
Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.

An Ideal Container

Outside: Waxed Paper

Inside: Vegetable Parchment

Paste-Board

This makes an ideal container for the protection and preservation of many dry and moist foods that, heretofore, have been packed in tin.

THE BASE: A pasteboard carton.

INSIDE: A lining of pure vegetable parchment that guards the moisture and perfect flavor and excludes loss of goodness.

OUTSIDE: Hermetically sealed with waxed paper.

LET US SUBMIT AN IDEAL CONTAINER FOR YOUR PRODUCT.

We manufacture parchment and waxed papers and specialize on the development of perfect paper containers and packages. Ask us about it—and we will submit our evidence.

**KALAMAZOO ·
· VEGETABLE ·
· PARCHMENT COMPANY ·**

**KALAMAZOO ·
MICHIGAN ·**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Adopt Packaging Machinery Handling Triple-Strength Cartons

The Strongest Carton Made

By this we mean the ordinary carton that you are familiar with, which is furnished by all carton makers with the sides already glued. A carton made in the above manner is the only one that is structurally correct, and having **Triple-Strength** at all points of stress.

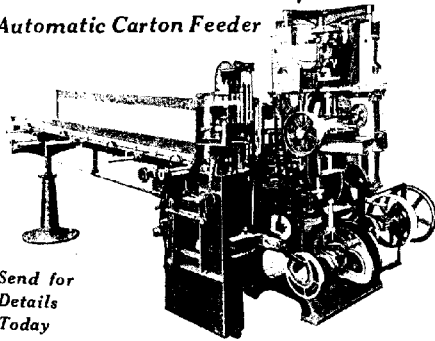
The "**Pneumatic Way**" is the only system that automatically fills, weighs and packages all classes of package goods in **Triple-End Cartons**.

The **Triple-Strength** is at both ends of the carton, and it means folding four tabs in for both top and bottom, thus giving you an absolutely tight, square, and strong-cornered bottom and top of **Three-Ply Thickness**.

The **Triple-End Cartons** handled on **Pneumatic Machines** will not skew at the sides or buckle at the corners, a common fault with the one-ply bottom carton. **Triple-End Cartons** afford better protection against moisture than the one-ply bottom carton, which quickly soaks up moisture.

The **Triple-Strength Cartons** are fed from a supply stack to our **Automatic Carton Feeder**, which opens up the knock-down cartons against the way they are scored, thus preventing skewing and insuring proper rectangular form for square top seal. The Carton Feeder now carries the open cartons to the Bottom Sealing Machine, thus making the **Pneumatic System Entirely Automatic**. Cartons are fed continuously to the Sealing Machine, and the certainty with which they are mounted on the forming blocks greatly increases the output over hand feeding. The speed of our Automatic Carton Feeder is at the rate of from 15,000 to 18,000 **accurately weighed and perfectly sealed packages** per day.

Automatic Carton Feeder



Send for
Details
Today

*Let us explain our complete method of handling
**TRIPLE-STRENGTH
CARTONS.***

PNEUMATIC SCALE CORPORATION, Ltd.
NORFOLK DOWNS, MASS.

NEW YORK

CHICAGO

KANSAS CITY

TORONTO, ONT.

W. & C. PANTIN, 147 Upper Thames Street, LONDON, ENGLAND

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

AUTOMATIC WEIGHING MACHINE COMPANY

NEWARK, NEW JERSEY

ARE YOU WILLING

TO LET "GOOD ENOUGH" ALONE?

MANY CONCERNS HAVE HAD THE COURAGE TO DISCARD MACHINES THAT WERE GIVING THEM SATISFACTORY SERVICE—AND A COMFORTABLE PROFIT—BECAUSE THEY SAW AN OPPORTUNITY OF GREATER SATISFACTION AND MORE PROFIT.

THE

"AUTOMATIC"

IS ABSOLUTELY GUARANTEED AS TO SPEED, RELIABILITY AND ACCURACY.

WE CAN GIVE YOU AS HIGH AS 45 DISCHARGES PER MINUTE AND ARRANGE IT SO THAT NO OPERATOR WILL BE REQUIRED AT THE SCALE.

OUR CARTON SEALING MACHINES OPERATE ALSO AT A HIGH RATE OF SPEED,—ARE VERY SIMPLE AND OF DURABLE CONSTRUCTION.

A COPY OF OUR CATALOG SHOULD BE IN YOUR FILE

OUR ENGINEERING DEPARTMENT IS READY TO DISCUSS ANY PROBLEM WITH YOU.

"WE CANNOT SAY ENOUGH ABOUT YOUR MACHINES"

—Name on Request—

MOISTURE PROOF CARTON LINERS

**HAVE PROVEN SUCCESSFUL
SUBSTITUTES FOR TIN CANS
IN PACKING TEA AND COFFEE**

**SAMPLES FURNISHED AND
PRICES QUOTED ON REQUEST**

**NATIONAL CARTON CO.
JOILET, ILL.**

THE HEDFELDT

machines for Milling, Separating and Grading green coffee, Stoning and Cleaning roasted coffee and making "Steel-cut" coffee, are now manufactured by

THE HEDFELT COMPANY

718 Fifteenth Avenue, N. E.

Minneapolis, Minn.

"Arksafe" Elastic Paper Linings

FOR BAGS AND BARRELS

**Absolute protection to Coffee, Rice, Sugar
and Spices.**

Samples Upon Request

Arkell Safety Bag Co.,

CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

**P. C. MEEHAN & CO.
COFFEE BROKERS**

96 Front St., New York

Tel. ⁷²⁴ | Hanover
 ⁷²⁵ |

Cable Address
NIESSMART

Since 1860

Bankers and Importers distributors of MILDS

The coffee you want

The coffee your trade expects of you—that's something you can't depend upon scattered buying to bring you. Only close cooperation between buyer and seller ensures uniform quality.

Keep us informed in advance as to your needs and our men down in Santos will be on the watch for the kind of coffee you want and see that you get it.

Our experts on the spot give us many an opportunity to promote the interests of our customers and to show what can be accomplished by highly developed organization backed by broad experience.

Are you familiar with the work of our Santos - New York - New Orleans - Chicago Service?

J. Aron & Company, Inc.

Importers	COFFEE	Exporters
New York	New Orleans	Santos, Brazil
	Chicago	

"COGOLLO"

Is the mark of the highest grade **COFFEE** grown in **CUCUTA**, (Colombia), noted for its mild delicious flavor and unsurpassed fragrantcy.

Because it is grown in very fertile soil and cultivated in the most up to date and scientific methods.

Picked, hulled, selected and stored under very careful and sanitary conditions.

The highest grade is marked "**COGOLLO LAVADO**" and the next "**COGOLLO SELECTO**."

COGOLLO & CO.

Coffee Planters

Cucuta, Colombia, S. A.

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and Quantity Required Annually.

Tell us where you saw this advertisement.

Ambrosia Chocolate Co.

331-333-335 FIFTH STREET

MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

Look for This Mark



on the bottom of the cans you purchase. It's the sign that they're

Heekin Cans

and safe protectors for your products. Heekin Cans are ideal for teas, coffees and spices—retaining the full aroma, strength, fragrance and freshness.

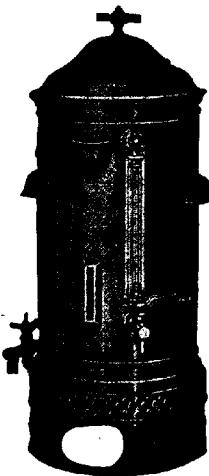
Send today for sample.

THE HEekin CAN CO.

Culvert & New Sts., Cincinnati, O.

"Heekin Can Since 1901"

TEA, COFFEE, CHOCOLATE and HOT WATER URNS



Coffee Urn, 2002 Series

Made in all sizes up to 25 gals. capacity

Also a full line of **High Grade Copper, Nickel Plated and Brass Goods**

including Pastry and Roll Warmers Steam Tables, Plate Warmers, Water Coolers, etc.

Send for our new catalogue, showing complete lines of Hotel, Restaurant and Bar Supplies, Metal Housefurnishing Goods, Cuspidors etc.

Geo. A. Ray Mfg. Co.
Buffalo, N. Y.

SCHWARTZ BROTHERS

San Francisco, Cal.
U. S. A.

SCHWARTZ & COMPANY

Guatemala City
Guatemala, C. A.

First Hand Dealers In

GUATEMALA COFFEE

Because we maintain offices in both the United States and Guatemala, we are equipped to render superior service to coffee buyers.

Guatemalas are in favor with many American roasters, an increasing number of whom are finding out to their profit that as blenders these coffees are superior to many higher priced mild types.

Europe has long known the worth of these coffees and pays a premium for them. They are also growing in popularity in this country. It will pay you to look into their merits. Write for samples

COSTA RICA COFFEE

You can now buy it Direct from the Grower

Costa Rica coffee is generally acknowledged to be a superior coffee, particularly for blending purposes. It is rapidly growing in favor in the American market.

Some of the finest grades that formerly went to Europe are now coming to this country. We import Costa Rica coffee direct from our own plantation. Let us quote you on this coffee.

MONTEALEGRE & BONILLA

Coffee Planters

San Jose, Costa Rica

80 Front St., New York

COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1-lb., 1-2-lb., 1-4-lb. and 1-5-lb. packed under customers' labels, or under our own stock labels.
All goods guaranteed under U. S. Serial No. 151.

FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins
For Soda Ice Creams and Baking Trade. Both "Natural" and "Dutch Process" grades.

Write us for samples and prices. State size used and quality needed. Address

HOOTON COCOA CO.,

NEWARK, N. J.

Bourbon Vanilla Beans

from the
COMORES ISLANDS

We have—

Direct facilities on the Islands—
Chiris' process for curing.

Which means—

Perfectly cured Vanillas—
A uniformly fine aroma—
A liberal classification
and
Satisfactory Deliveries.

Requests invited for samples
and quotations, either in Bond,
duty paid or to arrive.

ANTOINE CHRIS CO.
18-20 PLATT ST.
NEW YORK

VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

VANILLA BEANS

EXCLUSIVELY

We Import Direct and can make
attractive offers in all varieties.

J. N. LIMBERT & CO.
12 S. Marshall St. PHILADELPHIA, PA.

VANILLA BEANS

OLIVE OIL

PAPRIKA

Direct Importers

Ricardo Gomez & Dietlin Co.
Inc.

161 Maiden Lane New York City

HILLIS'S COFFEE AND CHICORY SUBSTITUTES ARE STANDARD THE WORLD OVER.

A mixture of one part of HILLIS TRIUMPH CHICORY SUBSTITUTE and two or three parts of HILLIS BEST BLENDING COFFEE FILLER can be mixed from 20% to 60% or more in Coffee, assuring a satisfactory, profitable and repeat business.

The largest and most successful packers of Coffee Compounds in America use these grades. If you are looking for the best goods for mixing in Coffee, let us ship you a 200 lb. bag of the TRIUMPH CHICORY SUB. at 7½¢ per lb., also a 200 lb. bag of the BEST BLENDING at 4½¢ per lb., F. O. B. New York, less 1% 10, net 30 days. We are certain that if you give these goods a trial, that you will be well pleased with the results and we will gain a steady buyer. Prices quoted are the jobbing prices for quantity lots. Awaiting the pleasure of your trial order, we are, Respectfully,

HILLIS CEREAL MFG. CO.,
Brooklyn, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

FRUIT FLAVORS ESSENTIAL OILS

Price List upon request

W. J. BUSH & CO.,
INCORPORATED

100 William St. NEW YORK

VANILLA BEANS

MEXICANS, BOURBONS
TAHITI, TONKA BEANS

FRUIT FLAVORS

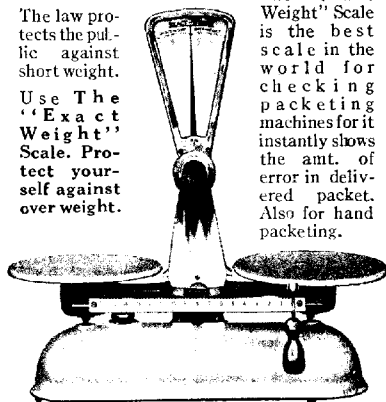
RUSSELL & COMPANY
101 Beekman St. New York City



STANDARDIZE--YOUR PACKAGES

The law protects the public against short weight.

Use The "Exact Weight" Scale. Protect yourself against over weight.



NOT AFFECTED BY LEVEL

Write for list No. 75.

THE SMITH SCALE CO.
COLUMBUS, OHIO, U. S. A.

The "Exact Weight" Scale is the best scale in the world for checking packeting machines for it instantly shows the amt. of error in delivered packet. Also for hand packeting.

PEDRO TREMARI SUCS. SPECIALISTS IN

MEXICAN VANILLA BEANS

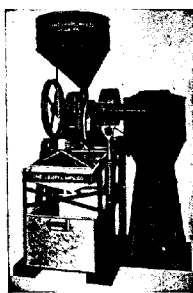
PLANTERS—CURERS—EXPORTERS

**54-56 STONE STREET
NEW YORK**

The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine on the market. Capacity 300 lbs. steel cut per hour. The machine you will want to increase your sales of clean ground coffee. Write for photo, information, and sample of the work of machine.

The Laurel Mfg. Co.
627 N. 3d St., Phila., Pa.



CHICORY



HENRY FRANCK SONS, Inc.
FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

MAKE YOUR COFFEE BUSINESS PAY— THE ROYAL SYSTEM WILL HELP

THE ROYAL ROASTER

is built for roasting coffee—
but does much more.

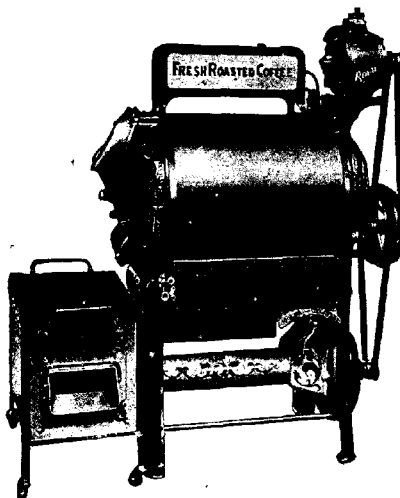
Installed in a store window,
it calls constant attention by
its appearance and by the aroma
of the roasting coffee.

OUR FREE SERVICE DEPT.

will tell you what kinds of
coffee to buy, what prices you
should pay—how to advertise
and operate your business.

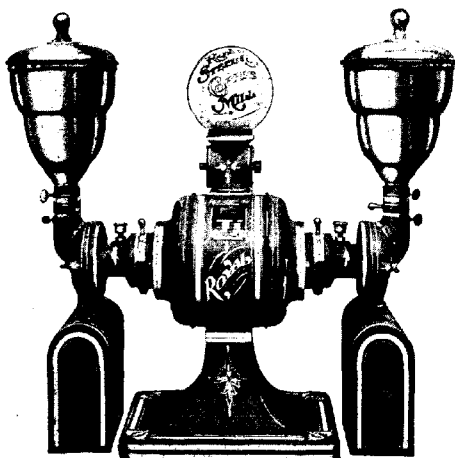
SEND A POSTAL TODAY

for large illustrated catalogs and
full information.



No. 5. Royal Roaster.

THE ROYAL COFFEE SYSTEM BUILDS BUSINESS—INCREASES PROFITS
SOLD ON MONTHLY PAYMENTS



No. 77 Royal Electric Mill.

THE ROYAL MILL

does not grind coffee. It
steel cuts it to any desired
fineness. Just as your cus-
tomers like it.

This means more cups to
the pound, a clear brew and
better strength and flavor.

The mill illustrated here
also pulverizes.

The ROYAL is a smooth-
running, gearless machine,
economical and satisfactory.
It is a small thing to pay
for, but a big thing to own.

WE HAVE OPENINGS
FOR
A FEW LIVE SALESMEN

THE A. J. DEER CO.

1127 West Street,
HORNELL, N. Y., U. S. A.

WORLD'S LARGEST MFR'S OF
ELECTRIC COFFEE MILLS
MEAT CHOPPERS
MEAT SLICERS
COFFEE ROASTERS

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE TEA & COFFEE TRADE JOURNAL

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VOL. XXXIII.

NEW YORK, SEPTEMBER, 1917

No. 3

WHO'S WHO IN THE TRADE



JOHN WITHERSPOON

President of the Fort Smith Coffee Company

See page 233

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TYPICAL TASTING ROOM WHERE THE TEA IS TESTED FOR BRITISH GOVERNMENT PURCHASES



MIXING AND PACKING TEA FOR THE TOMMIES IN THE GOVERNMENT'S OFFICIAL WAREHOUSE

WHEN GREAT BRITAIN BUYS TEA FOR HER SOLDIERS AND SAILORS

GUARDING THE TOMMIES' TEA CUP

¶ Now that our Government is gathering large stocks of supplies to maintain our troops in their fight to help annihilate Prussian militarism on the battlefields of Europe, this description of how Great Britain supplies her soldiers and sailors with tea is of much interest. ¶ The article tells how England buys her supplies in the trade, tests each lot, blends the different varieties, packs the tea in air-tight containers for shipment to the Front, and all the time maintains a careful vigilance against substitution or adulteration.

WHEN modern armies go to war, the commissary departments become Brobdingnagian boardinghouse keepers, and it falls to their lot to always keep the soldiers well supplied with wholesome food and drink. Even with the most modern system and equipment it is a tremendous task to feed millions of fighting men and to protect them from food and beverages that may be adulterated or unfit for human consumption.

Consider, in the single item of tea alone, to what lengths the British Government goes to guard the Tommies' tea cup and see that it is always full. It is the favorite beverage of all Englishmen; the United Kingdom consumes more per capita than any other nation. The British war office quickly found that when Tommy was at the front he demanded even more tea than when at home. During peace times the consumption per capita was about 11.4 pounds. While fighting the Boches, Tommy's annual consumption per head advanced to about 13.75 pounds. And as the years of war drag along, the rate continues to advance.

The British Army regulations recognize that the Tommies need more tea in the trenches than when on furlough, and so each day, while on active service, allots each man five-eighths of an ounce, cutting this down to one-half an ounce when the soldier is on furlough. Just how much tea is consumed during a year by all Britain's troops is a state secret, because the Government will not permit statements that might reveal the actual number of fighting men facing the enemy. However, it was stated recently that more than 31,000,000 pounds of Ceylon and Indian teas were withdrawn from bonded warehouses in London last year to meet the needs of the British army, navy and merchant marine abroad, not including those stationed within the United Kingdom.

AN OFFICIAL TEA TASTER

The Tommies drink none but good grade Ceylon, and Indian teas, and in enormous quantities. They are rather good judges of cup quality

and nothing will more quickly cause them to "grouse," which is British for "kick," than to find that someone has been adulterating the leaf or trying to palm off an inferior article. The paternal British Government realized this more than 10 years ago, and at that time established a tea-testing department, setting up an expert London tea man as the Official Tea Taster for the Tommies. This gentleman, with some assistance, of course, tests every lot of tea bought for the army.

There is a big difference between supplying tea for the retail trade and for the army. In the case of the retail trade the keen competition tends to keep the tea free from adulteration or substitution. On the other hand, without this competition, the war office must itself guard the Tommies' tea cup, which it does most effectively. However, be it said, as a general rule, neither the Government nor the Tommies have just cause for complaint against the tea merchants of Mincing Lane during this war.

FIXING THE PRICE

The British War Office is always fully cognizant of the true condition of the London tea market, and when it requires a lot of tea knows where it can be obtained quickly, and the prevailing prices. Then it sets the price it will pay per pound and notifies the firms it knows can supply its needs at that time, asking them to indicate the quantity each can furnish at the figure named. Each firm's tea blenders then prepare the best mixtures they can at the price stipulated, submitting samples, together with a statement of the quantity available and also a sample of each variety of tea entering into the blend. Furthermore, each firm is required to specify the name and location of the garden in which the tea originated, and the name of the ship which brought it to London.

TESTING THE SAMPLES

When the samples are received at the official testing department each is placed in a tin box

which bears a letter, but no other identification, which is done to insure impartial judgment of each lot. The tester follows the same methods used in the regular tea trade, examining the dry leaf before brewing, sniffing the aroma of the brew, tasting the beverage and finally examining the leaves after brewing. Needless to say, that with this examination and history there is small chance of poor quality or colored teas being passed on to the Tommies.

Not knowing the name of the firms submitting the samples, the tester in his report to the higher authorities designates each by the letters on the boxes. If his report shows that any component variety of a blend does not measure up to army standards, the firm submitting the sample must give satisfactory explanation and also, if possible, replace the rejected variety with another. When all is satisfactory the firms are notified that their samples have been accepted and that the Government is prepared to go forward with the blending. The tea-testing department obtains another sample of each variety comprising the blend, together with a sample of the blend itself, and these are locked up in sample boxes and filed away for reference until the whole lot has been absorbed by the Tommies at the front. By so doing the department is able to trace any lot of tea from the Tommies' tea cup, through the firm supplying the tea, even back to the tea garden, if it becomes necessary.

GOVERNMENT TEA BLENDING

The war office throws another guard around the Tommies' tea cup at this stage of operations by blending the tea itself, rather than permitting each contractor to do so. In this way all possibility of substitution is avoided. The authorities gather the tea from the various warehouses in which it is stored and cart it away in Government vehicles to the war office's own warehouse, which belongs to the Port of London Authority and is reserved for this particular purpose.

The Government tea-blending department has a large open floor, with plenty of headroom. The tea arrives in chests of 100 pounds each, and when a big blend is under way there may be 5,000 chests standing in bulwarks at the rear of the department. Probably the largest amount blended at one time in this department was 750,000 pounds.

With the floor clean, the chests are opened and their contents dumped into a pile that grows rapidly until the floor is covered to a depth of 5 feet, with a cone of tea in the center of the mass that may reach to 15 or 20 feet. The men who blend the teas are employees of the dock authorities under supervision of His Majesty's Custom,

and are armed with long-handled wooden shovels, which they wield with a skill that appears marvelous to the layman. They work the tea from the cone outward and then back again, until the varieties have been thoroughly mixed. As they work, a thick cloud of tea dust, resembling a London fog, hides the toiling figures.

After the blend is satisfactorily achieved, a sample is submitted to the Government experts for their official approval, after which it is ready for packing and transportation to the front.

TRANSPORTED UNDER SEAL

The tea is packed by the military authorities in 15-pound tins, two of which are placed in a stout wooden case for shipping. To make the tins absolutely air- and water-tight, which is required by the War Office, the circular opening in the top of the tin is first closed by a lid fitting tightly over a rim, and then sealed with a disk soldered in position. Then each is inspected carefully, and if satisfactory is passed on to the shipping department, and thence by rail or motor truck to the steamers and to the front, always protected by the Government seal.

Under this system the British War Office is never in doubt that the Tommies will have the finest article to be procured at the price, and the authorities are also assured of the quality of the tea before it has committed itself to the expenditure of any money. Furthermore, the officials are relieved of a vast amount of detail that they otherwise would incur if they bought the tea direct from the planters. If the War Office were to become importer, it would find it essential to keep enormous stocks and hundreds of varieties on hand, all bought at varying prices, keeping records on which would require a large staff. But the prime argument for the present system is that the experience of the past three years has proved it almost ideal.

AMERICAN-MADE PEANUT OIL

In mobilizing the food resources of the nation, the Government has discovered that during 1916 there were fifty concerns engaged in making 26,164,869 pounds of peanut oil and twenty-two in producing 1,336,674 pounds of olive oil. There were 112 concerns turning out 262,558,661 pounds of all kinds of vegetable oils during past year.

COST OF COFFEE IN GERMANY

A woman arriving in New York from Europe recently said that coffee at a German restaurant costs about 60 cents a cup, when it is possible to get any at all.

INDIA'S OVER-SEA TEA TRADE

The Exports of Native Leaf During 1916-17
Season Showed a Decided Decline
Against Previous Year

INDIA'S sea-borne exports of native tea in the year ended March 31, 1917, fell 47,000,000 pounds short of the shipments in the preceding fiscal twelvemonth, 9,000,000 pounds below those for 1914-15, and 8,300,000 pounds below the average for the half decade; but they exceeded the exports for the pre-war years of 1913-14 and 1912-13. Some 25,000,000 pounds of the year's decline occurred in shipments of black tea to the United Kingdom and 9,000,000 pounds in the trade with Russia. Exports of green tea were larger than in 1915-16, though much below those for the three preceding years; but green tea at no time forms any important part of the trade.

The United Kingdom is India's chief customer for black tea; Russia is second; and, notwithstanding its own large production of the leaf, China is now third, though in pre-war times it was outranked by Canada, and in 1914-15 by Australia also. The United States was seventh in 1916-17 and eighth in 1915-16. The amounts taken by the principal purchasing countries in recent fiscal years ended March 31 are thus given in the official Indian returns:

Exported to—	Fiscal Year Ended March 31,—		
	1915 Pounds	1916 Pounds	1917 Pounds
United States	2,710,177	3,439,968	3,081,648
Australia	10,547,278	9,155,025	4,617,810
Canada	10,874,754	8,718,942	8,349,996
Ceylon	3,014,266	4,242,812	3,647,157
China (exclusive of Hongkong & Macao) ..	8,288,630	9,765,593	9,225,928
Egypt	686,062	994,978	1,080,953
Germany	181,958
Hongkong	26,172	98,908	75,478
New Zealand	443,327	436,647	542,089
Persia	9,049,234	6,875,565	1,262,899
Russia	19,692,717	36,300,118	27,603,884
Turkey, Asiatic	1,229,826	2,327,156	1,482,977
United Kingdom	237,141,484	250,289,435	224,791,454
All other countries...	3,359,439	5,344,826	5,456,947
Total, black tea....	300,185,324	338,379,063	291,162,117
GREEN TEA			
United States	27,357	8,000
Canada	75,861	129,193	190,199
Russia	3,870
United Kingdom	162,308	856	180,440
All other countries...	279,214	64,150	3,852
Total, green tea...	548,110	191,199	240,491
Grand total exports.	300,733,434	338,470,262	291,402,608
Exported from—			
Bengal	274,657,148	301,402,632	262,692,880
Bombay	4,039,149	11,195,037	3,721,750
Bruma	8,357	6,060	34,323
Madras	21,995,462	25,839,766	24,907,996
Sind	38,318	26,767	45,659

The foregoing figures, having been compiled

from the uncorrected monthly totals, are subject to revision.

IMPORTS AND RE-EXPORTS OF FOREIGN TEAS

India also does a small business in foreign teas, the net amount imported seldom exceeding 2 per cent of the quantity of domestic tea exported. The sources of this foreign tea and the destinations to which a portion of it was re-exported are shown below:

Imports	Fiscal Year Ended March 31,—		
	1915	1916	1917
Black tea	3,120,584	3,969,311	2,692,582
From Ceylon	1,729,485	2,290,690	1,645,430
China	698,131	657,595	340,115
Java	68,361	288,965	74,562
Straits Settlements...	554,632	712,567	411,475
Other countries....	81,975	19,494	120,950
Green tea	2,356,206	2,232,435	1,975,771
From Ceylon	22,599	140,876	340,465
China	2,313,599	2,083,199	1,628,584
Other countries....	18,008	8,760	6,782
Total imports	5,476,790	6,202,146	4,568,308
Re-exports			
Black tea	259,921	1,335,786	661,854
To Persia	108,247	938,969	421,725
Turkey, Asiatic	29,271	86,724	20,267
Other countries....	122,403	290,093	219,862
Green tea	13,561	37,949	17,849
To Persia	2,530	29,713	250
Other countries....	11,031	8,236	17,599
Total re-exports....	273,482	1,373,735	679,703
Net total imports....	5,203,308	4,828,411	3,888,605

SMALL COCOA STOCKS IN TRINIDAD

The largest single cargo of cocoa ever exported from Trinidad was taken early in July to France, leaving a very small surplus, probably not more than 20,000 bags, for export to the United States and other countries. The shipment amounted to 42,752 bags.

Notwithstanding the shortage of freight room, the actual shipments of Trinidad cocoa during the first six months of 1917 have amounted to 55,070,093 pounds, which is more than in any previous twelve months, excepting 1910 and 1914.

THIS YEAR'S CUBAN SUGAR CROP

This year's sugar crop in Cuba is about 5 per cent less than last year's and approximately 600,000 tons short of early estimates. The Cuban Government has estimated that the total yield will be about 2,800,000 tons for this season. At the high prices now prevailing the sugar companies stand to earn extraordinarily large profits again this year.

Cacao shipments to the United States from Uruguay through Montevideo during 1916 amounted to 360,485 pounds.

THE TRADE'S ROLL OF HONOR

News of Those Men and Firms That Are Doing Their Bit to Help Win the War, at Home and Overseas

THIS is a record of the men in the tea, coffee, spice and fine grocery trades who have recently become active in the cause of national defense, either at home or abroad. When sending names for the Trade's Roll of Honor, be sure to give the name of the concern with which each man was connected and his military rank and organization.

IN MILITARY AND NAVAL SERVICE

T. J. Israel, of J. Aron & Co., New York—Sergeant, Quartermaster's Corps, Governors Island, N. Y.

A. S. Israel, of Leon, Israel & Bros., New York—Second Lieutenant, Officers' Reserve Corps.

Herbert E. Jacques, of Chase & Sanborn, Boston—Lieutenant, Officers' Reserve Corps and Instructor at Ayer, Mass., cantonment.

Guy D. Stetzel, office manager of the Grand Forks branch of Stone-Ordean-Wells Co., Duluth, Minn.—Officers' Reserve Corps, Fort Snelling, Minn.

Herbert Flateau, salesman for M. A. Newmark & Co., San Francisco—National Army.

W. A. Jordan, of W. B. & W. G. Jordan, Minneapolis—Captain, Commissary Department, U. S. A.

R. V. Rinehart, district sales manager of the Kellogg Toasted Corn Flake Co. at Denver—Sergeant, Quartermaster's Corps, Fort Benjamin Harrison, Ind.

Joseph R. Marquette, Jr., spice importer, Brooklyn, N. Y.—Student officer, U. S. Aviation Corps.

Andrew E. Holmes, manager of the St. Louis district for the Welch Grape Juice Co.—Second Lieutenant, Quartermaster's Corps.

Oliver J. Conway, of William Mann, Boston tea broker—69th Aero Squadron, South San Antonio, Tex.

John S. Fishback, manager of the Kansas City branch of the Geiger-Fishback Co., Indianapolis—Second Lieutenant, Field Artillery, U. S. A., Fort D. A. Russell, Wyo.

Frank C. Fishback, assistant sales manager of the Geiger-Fishback Co., Indianapolis—Captain, Q. M. R., in command of Truck Company No. 14, Nogales, Ariz.

Jesse C. Tremp, son of A. A. Tremp, Cali-

fornia expert on food expositions—Corporal, U. S. Signal Service Corps.

DIED IN SERVICE

Aviation Cadet Stephen H. Dorr, Jr., son of S. H. Dorr, a member of the firm of Arnold, Dorr & Co., New York coffee brokers, was killed in line of duty at Toronto, Canada, August 17.

Captain Charles Rund, son of the St. Paul, Minn., grocer of the same name, and a member of the first contingent to France under General Pershing, died at Etaples, France, June 6.

U. S. COFFEE FOR AMERICANS

Porto Rican Growers Want to Supply All That Is Used by American Army, Claiming Privilege as U. S. Citizens

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Aug. 23, 1917.

BRIGADIER-GENERAL FRANK MCINTYRE, chief of the Bureau of Insular Affairs, of the War Department, has just received a petition from the National Association of Coffee Growers of Porto Rico, transmitted by Governor Yager, asking that they be allowed to furnish part or all of the coffee for the army and navy, estimated by officials here to aggregate 29,600,000 pounds.

The petition points out that the growers are citizens of the United States, that very close ties bind the two countries, and that therefore Porto Rico should be given preference over foreign competitors. The planters say the Government is "under obligation to purchase the coffee from Porto Rico."

General McIntyre said that, of course, all of the coffee could not be bought from Porto Rico without a special act of Congress, which it would be practically impossible to obtain. He called attention to the Government's coffee specifications, in which it is stated that, all other things being equal, Porto Rican coffee would be given the preference; but, he said, it altogether depends upon the price wanted for the coffee. Up to this time, he pointed out, the Porto Ricans have wanted too much for their coffee in competition with other coffees on the market.

Although General McIntyre has made no disposition of the petition it is probable that he will reply that the coffee growers will be at liberty to bid along with anyone else, and if their price is caught beating a polo pony with a mallet; what their coffee will be given preference.

PLAIN BILL HOHENZOLLERN

Kings and Kaisers and Czars Are Only Men, After All!

By PORTER EMERSON BROWNE

Pictures by PETER NEWELL

MY friend shook his head sadly.

"What's the matter?" I queried.

"Did you ever stop to think," he asked, "how deeply and how thoroughly almost everything in this world is concealed beneath a mass of hokum, buncombe and claptrap?"

I waited.

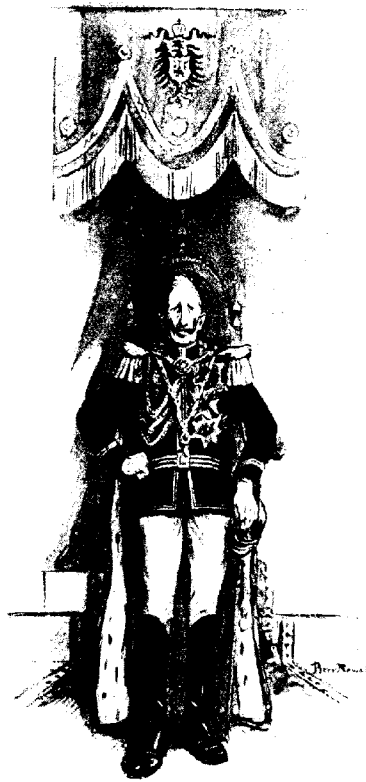
"When a surgeon wants to find out what's the matter with a man's body," my friend continued, "he peels off the man's clothes and goes over him with a clinical thermometer and a stethoscope. But when the world wants to find out what's the matter with a man's soul, it is perfectly willing to examine him through a criminal record, a sob squad, or a couple of bales of gold lace, as the case may be. It escapes the eyes of the world completely that a man is merely a man, born of woman, with two legs and two arms and a couple of eyes and a more or less rotten disposition; that it makes no difference whether he first saw the light in a mansion or a manger, whether his father was a king or a carpenter, or whether he was born with a gold spoon in his mouth, or only a tongue.

"No, the poor old besotted world goes on giving each and every individual a cradle valuation that he never has, never could, and never

will possess.

"Mike the Bite's old woman gives birth to a small, red-headed, freckled hunk of humanity, and the limited public that is cognizant of this unimportant event murmurs something about the old lady running true to form, and immediately loses all interest in the affair.

On the other hand, her imperial highness, the Grand Duchess of Worms and Taxis, presents to an anxiously awaiting empire a small, marasmus infant about the size and consistency and intelligence of a rotten apple, and the entire populace sits up on its haunches and howls with glee. It doesn't stop to think for a minute that the open-face progeny of Mike and his better fourth-fifths may well grow up to a rugged, honest, honorable citizen, or even President of the United States, while the chances are a million to one against the scion of Worms and Taxis ever proving anything but impossible raw material, that will defy the best efforts of the most expensive collection of human agriculturists ever gathered together under one canvas; and that, while the aforesaid son of Mike and his wife will grow to be a useful citizen, all that the above-mentioned scion can ever possibly become will be a national



THEY LOADED THEMSELVES WITH GOLD LACE AND JEWELS AND THINGS UNTIL JUST TO LOOK AT THEM WAS LIKE SEEING THE FINALE OF A MUSICAL COMEDY.

disgrace and an international menace.

"So the best it gives Mike's son is a common-school education—if the schools aren't too crowded. While the scion of Worms and Taxis gets both in large quantities. Mike the Bite's son, after overcoming a million handicaps and leading a useful and constructive life, is liable to wind up at last in a wooden kimono in Potter's Field; while the Wormful and Taxicabbing scion, after having had spent on him enough money to pay the national debt of China, finally succumbs to wine, women and song, though very little song, and at length is mowed away in a mausoleum that looks like the power station at Cos Cob, Conn.

"Thus goes the world, batting around like a blind dog in a butcher's shop, treading on the plants and cultivating the weeds, yanking up the June peas and carefully cossetting the poison ivy. * * * What would you think of a miner that sedulously saved the quartz and threw the gold away? Yet that's precisely what the world has been doing. It's been doing it since the early Silurian Epoch. And I suppose it'll keep on doing it until Gabriel blows his horn, or the millennium comes, or some other little thing like that happens to give it a jolt. * * * But it makes one mighty sick, at that."

My friend paused. * * * I didn't interrupt. At length he continued:

"As the most startling case in point, look," he said, "at the well-known and justly unpopular Kaiser William of Hohenzollern. Notwithstanding the fact that we have been fighting him for six months, and all other decent people in the world for three years and more, how do we still consider him? As a man? Not at all. And yet that is all he is, and hardly that.

"And still even we, who are pleased to consider ourselves the leading exponents of democracy in the world, have fallen for the same old bunk that monarchs since the year one have used to fool and befuddle their followers.

"Trace the pomp and splendor of monarchies back to the beginning and you'll find that a monarch is the direct descendant of an idol.

"The great curse of humanity is the lack of imagination. To humanity the abstract is like the cowslip—just the abstract, nothing more. Humanity can't visualize a thing unless it sees it. Humanity must also have something to worship and something to fear. Humanity, like children, can't be good for good's sake. It must have a reward to inspire, and a punishment to dread. Hence idols; idols that would give you a whole flock of wives and a good corn crop to feed 'em on, if you behaved yourself; and make you certainly hard to find if you didn't.

"But an idol, while highly successful as a stimulant and a deterrent, proved somewhat unsatisfactory when it came to the mundane management of human affairs. So coincidentally with his development, we find arriving on earth the tribal chief. The tribal chief was supposed to be the wisest (also the toughest) lad in the community. He and the idol were supposed to get their heads together and dope things out, and the rest was easy. Furthermore, they were great little pals, and what they didn't whisper into each other's shell-like, or cauliflower, ears wasn't worth bothering about.

"It was but a short step from the tribal chief to the monarch, a monarch being but a tribal chief whose business has grown so that he has had to put in a spur track and take on a couple more bookkeepers in the office.

"The early monarch was elected like a president in Mexico. He killed all the other candidates and then it was plain sailing. When another candidate became strong enough to kill him he resigned, and said successful candidate took his place. Being king in those days was a short life, but a merry one while it lasted. You could help yourself to the best house in the village, and all the wives you wanted, and you couldn't possibly get into any trouble (barring a Successful Aspirant), because you made up the laws out of your own head as you went along.

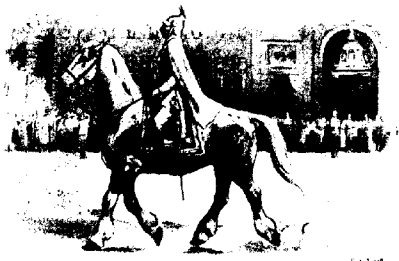
"It was about this time that there came into vogue that naïve sentiment that the king could do no wrong. You bet your life he couldn't. He fixed that all right before he started.

"As I have suggested, the monarch business in those days was competitive. Divine right was effective only until along came another party with an even more divine left. But kings were greatly honored while they lasted. They could outdrink, outrun, outflirt and outfight any of their subjects, so no wonder they were looked up to. And besides, it wasn't a bit safe to be hypercritical about a party who stood six feet six in what should have been his socks and who could treat a yearling bull like a pet. The surest way to commit suicide in those days was to go out on the corner of Main Street and Washington Boulevard and make invicious remarks about the current monarch. As he was the lad from whom all worldly blessings flowed, he was not unnaturally surrounded by a gang of fawning sycophants. He also commanded the best financial, artistic, literary and scientific brains by merely sending out a squad of gendarmes to bring 'em in.

"As time sped by the same thing happened to the monarch business that afterward evolved in this country in the oil, steel and butcher busi-

nesses. A few unusually efficient kings hogged the whole works, and formed a trust. Non-union monarchs had their chance to sell out or be thrown out. Some of them came into the trust and were allowed to retain their crowns and their cuff-links. Others were stepped on, as they rightly deserved. And the Monarch Business was at last put on a sound, financial basis, and became as safe as a church.

"And then what happened? Like many an individual, monarchs were able to stand adversity, but not prosperity. As the business began to settle down, the monarchs began to settle down with it; and they soon became fat and effete. They put open plumbing and thermostats into their palaces. When they went to bed early Monday morning, full of optimism and non-freezing solution, they'd leave a call for Thursday afternoon. Waxing too fat to fight themselves, they began to employ others to do it for them; and it soon got so that the heaviest thing a monarch could lift was his sceptre; and when he went out on a brewery



horse for a morning's canter, it was only a question as to which would first crack under the strain.

"A few of the monarchs at last began to get onto the fact that this would never do. Hitherto, their sole claim to their august jobs had been that they could lick any other aspirant thereto. Now at last finding themselves in a physical condition where carrying themselves around constituted a hard day's work, they decided that something must be done. Since they could no longer keep up the bluff by their physical prowess, it must be accomplished some other way. But one bluff is as good as the next if properly put across. So all they had to do was to take up bluff No. 2, hitherto long neglected, but lying fallow for their needs. And bluff No. 2 was flummiddle.

"They hopped to it blithely. Discarding the sheet-iron union suit that for so long had invested the monarchical form with the external attributes of a Green Mountain base burner, they bedded themselves all up with cold lace and jewels

and titles and epaulettes and crosses, single and double, to say nothing of ribbons, and garters, and swords and Prime Ministers and things, until just to look at them was like seeing the finale of a musical comedy.

"By keeping themselves in storage warehouses with gold roofs, and refusing to let people look at them except through smoked glasses, and giving themselves large boosts in the newspapers, they finally got people to believe that they and Destiny were bosom friends, and what they didn't know wasn't in the book. And the populace, always willing, nay, even anxious, to fool themselves, fell for this new bluff just as besottedly as they had for the old, and entered right into the game without even an intermission. And the monarchs, finding out they could bunk 'em a whole lot easier with flummiddle even than they had with prowess, heaved a satisfied sigh. * * *

"You don't believe? * * * How long, do you think, would a king last whose name was George B. Muggins, and who went around in a Mackinaw jacket and congress gaiters chewing a straw? * * * The Czar was a very altitudinous little party as long as he lived in a union station and had a window-dresser for a valet. But look what happened to him when he came out into the backyard of the palace garbed only in a pair of overalls and a snow shovel. They couldn't bump him quick enough!

"But the monarch business, like all other good things, had to come to an end. And the end began to come when, of the arrogant security that had been theirs, they took it out of the competitive class and made it hereditary. A well-established business can stand darned near anything except heredity. The minute you substitute an accident of birth for a competent control, that minute marks your arrival at the top of the toboggan slide. And when the marasmus scion of Worms and Taxis started in to take the place of old Eric the Vermillion, the stuff, as the French have it, was off! A barber shop couldn't have stood the strain, let alone a monarchy!

"No, sir, when the vermin-lined cape of royalty fell from the broad shoulders of the gent with the reinforced concrete fists and descended automatically upon the 17-inch shoulders, receding chin and pear-shaped head of his first-born, the end was in sight. Left to its competitive form, the monarch business might have gone on for aeons. But making it a family graft was too much for it. And before long it began to take on that anemic appearance of one of those North Carolina families that won't marry a perfect stranger like a second cousin.

"So it was that, in 1914, when broke the Great War, the monarch business had become practically a vanishing industry. France had discarded it. In England it had become but a romantic form; as in Belgium and in Italy. * * * Pressed flowers lying between the pages of an old book. * * *

"In but one country in the world did this hoary-headed old monstrosity toss its medieval mane in primeval abandon. That was in Germany. There flourished like the green bay tree all the old hokum, all the old buncombe, all the old clap-trap, all the old flumiddiddle. Divine right, there was, and iron crosses, and uniforms that would make a May-pole look like half-mourning. The Kaiser and God were fast friends. And above all, the hokum of phraseology; everything to do with this archaic abortion was buried beneath a panoply of words through which the light never penetrated. It was his imperial majesty this, and her imperial majesty that; and the imperial exchequer, and the imperial counsellor, and the imperial Prince What-Not chewing on his imperial teething-ring, or getting an imperial ache in his imperial tummy. And the imperial Kaiser goose-stepped his imperial soldiers around to please his imperial whim, stopping once in a while to imperially give God a few imperial words of condescending compliment on His humble efforts in behalf of the imperial empire.

"In good sooth had Germany become the land of the few and the home of the bunk!

"Now, peeling off the situation all the tinfoil and gold bands and iron crosses and whiskers and things, and getting out the old stethoscope, what do we find to be the real truth about Germany and the Kaiser?

"Germany has a civilization something like that of the Incas, only not so good. On a tenth-century idea she has built up a twentieth-century efficiency. She has taken from the twentieth century all that its science could give her, and yanked it back with her into its tenth-century lair, blood-stained and bone-filled. And from this rotten hole she glimmers and glowers and gluts like any Stone Age barbarian.

"For you've got to remember that it's only within the last few hundred years that war has been regarded as a Terrible Thing. Before that war was the normal condition of the world, and peace merely the vacation that enabled one to recuperate from the latest war and get ready for the next. The viewpoint of humanity was like that of the head-hunter who considers that day as utterly wasted that finds him not faring forth in quest of a human cranium to put on the parlor mantel.

"Thus, Germany, of her tenth-century civilization, believes; and, believing, practices. All her writings, all her teachings, all her efforts, have been going on for the last forty years in recuperating from the war she then fought and getting ready for this that she is fighting. It was only that we other nations, having come to find that peace has its pleasures after all, and that killing and robbing your fellow-men, women and children is a low form of amusement, were too generous to believe that we had within our midst so benighted and anachronistic a nation. It takes the murder of children peacefully at school to make us credit it; and even then it is hard for us to believe. Poison gases and liquid fire, the enslavement of the conquered, rape, murder, pillage, arson, the use of human bodies for fat fertilizer and pigs' feed—all these things our stunned intelligence, aghast, refuses to credit, even to comprehend. But it behooves us to start to commence to begin to get ready to understand, and to do it now. Otherwise we'll find a practical and personal conviction that will begin when we spit up our lungs in little pieces and end only when we find ourselves hanging in the imperial smoke-house and waiting to be fried in neat rashers with the imperial eggs for the imperial breakfast.

"And the Kaiser? Stripped of his imperial hokum and his august buncombe, he is no more and no less than any other roughneck who is capable of collecting a gang of vicious or misguided followers and terrorizing a community. Monk Eastman, or Geronimo, or Captain Kidd, or Bill Hohenzollern, it's all the same thing in principle. In magnitude only lies the difference. For where they counted their followers by ones, Bill counts his by millions. As they planned their raids on individuals, so plans he his raid on nations. As they shot or killed or enslaved their victims by tens, so does he shoot or kill or enslave his victims by thousands and hundreds of thousands. But Bill and Geronimo were the only ones to murder little children.

"So, in 1914, we find Bill with a piece of lead pipe up his sleeve and a gag in his pocket, peering in the parlor window of the Triple Entente, where Mr. Alphonse France, Mr. J. B. England and little Mr. Albert Belgium are talking politics, and business, and how late the spring is, and my! what a lot of rain we've had this year, while Mrs. France and Mrs. England and Mrs. Belgium are sitting around knitting and telling one another what cute things the children have been saying.

"Behind Bill, in the shadow, one can dimly see the building form of Bull von Kluck, the well-known yegg, whose finger prints are in every police station, and Eat-Em-Up Jack Hindenburg.

the Prussian stick-up man, as well as Gentleman Joe Falkenhayn, the second-story worker. Back of them in the gloom are the hazy figures of the rest of the gang, among whom sits Unhappy Hapsburg, the Austrian, picking at his sideburns and wondering how he happened to get there in the first place.

"They ain't lookin' are they, Bill?" gruffly mutters Hindenburg.

"Nary a peek," says Bill. "The poor dubs is as peaceful and unsuspecting as a lot of kittens under a stove."

"Good!" says von Kluck, rubbing his hands, gleefully.

"I choose the little guy," says Bill's son, young Bill, commonly known as Rat Face. "I can lick him too easy! And after we clean up this joint, let's all go after that fat guy, Uncle Sam, that lives in the big house just across the pond. He ain't looking, neither, the poor stiff! And he's richer'n mud! Why, he'd be a pick-up!"

"And then at the word, they knock out the window and leap into the room.

"Little Mr. Belgium puts up a brave fight. But he hasn't a chance. In no time they've bounced a brick off his head and he's out.

"But it gives Mr. France a chance to go home and get his gun, and for Mr. England to reach his house and call to his sons to come to the rescue. But it's only by the grace of God and little Mr. Belgium that the raid is even resisted. * * * And it's nearly three years before Uncle Sam gets his head 'out from under the bed clothes and realizes what's going on, and begins to try to remember where he put his gun the last time he came in with it in 1898.

"And there you have 'em, thinking and working and acting precisely like any other gang of burglars.

"But, of course, way down deep, it's the fault of a system; a system of thought, a system of government, a system of civilization; or better, the lack thereof. And it is of this rotten and archaic system that the Kaiser is a spoiled product.

"The Prussian idea is a kiss on the hand of those above, and a kick in the face for those beneath. The Kaiser, being on top, has had all kisses. From the time he first opened his eyes, and his face, on earth, he has had everything his own way. He was Little Jack Horner and the world was his pie. Every time he made a stupid remark all Germany sat up and said, 'Ain't he cute!' He was taught that the country was his, and the people his, and the soldiers his. And he could march 'em around, or bust 'em in two and throw 'em in the alley as his imperial mood saw fit, especially fit.

"He had two miles of uniforms, and was a general or an admiral or something in everything from the Imperial Death's Head Hussars to the Imperial Boy Scouts. And he nick-named himself the War Lord in much the same spirit, but with deeper results, that Booth Tarkington's *Penrod* might call himself Red Eye the Trapper. In other words, he was, in Germany, what is technically known as the Candy Kid, or the Fair Haired Child. Is it any wonder that on growing up he became a murderous old megalomaniac? Up to the time the war started his record, to paraphrase Mr. Dooley, was that he had been a fairly shrewd business man, a successful flirt, a ten-cents-on-the-dollar failure as a husband, an ardent military fan, and was about to play off a tie in the long-distance mileage championship with ex-President Taft.

"As a further means of groping amid the flummiddle, let's suppose he had been born in America, of similar condition, station and parentage.

"His father, William Hohenzollern, Sr., would probably have inherited a large steel business, founded by his father, Old George W. Hohenzollern, on the nucleus of a lot of other concerns which he iron- or double-crossed and absorbed. When young Bill came along everything was going great with the family finances.

"Early in his youth he evidenced a strong fondness for things military; but on joining the Boy Scouts he got into an unfortunate altercation with a hornet's nest, with the result that he sort of lost his enthusiasm. The fact that he was supposed to take, instead of give, orders, also militated against his complete enjoyment. At which he decided that soldiering was a frost and would have none of it.

"Spoiled as a child by over-indulgent parents, Bill was a sort of public pest until it came time to send him to college.

"Once there, he attempted on the strength of his father's money and reputation to tell all the other lads where to head in at. The other lads stood it just exactly one-eighth of one minute. Following which, they took him by the jeans and slammed him to the disappearing lake recently presented by another well-known and with himself instive-popular steel baron. On emerging from the lake, Bill was made to sit in a rose bush, with a toothpick in each hand, and sing 'Pull for the Shore, Sailors,' until the others got tired of listening. That night he partook of his supper from the mantelpiece.

"He didn't make any of the teams in college because he wasn't good enough. He was once caught beating a polo pony with a mallet; what happened to Bill at the hands of his indignant

fellow players made the pony's experience seem like a pleasure.

"When he graduated from college his father took him into the office. He gave him three dollars a week to start. After that he put him on the road, covering the New England States and as far West as Buffalo. Bill wanted to marry a chorus girl; but father sent him to Siberia big-game shooting, where he soon forgot her. Afterward he came back and married the daughter of Jason B. Wiggs, the well-known head of the banking firm of Wiggs, Watkins & Co., with branch offices in London, Paris, Berlin, Vienna, Havana and Buenos Aires.

"On the death of his father he succeeded to the business, which, with the aid of a couple of his father's old managers, Henry J. Hindenburg and K. Percy Falkenhayn, he is managing to keep going, although it's moral certainty that when these two beauties die off some of the old-line boys will pin something on Bill—and it won't be a rose.

"That is the probable story that would have been Bill Hohenzollern's had he been a regular citizen of a regular country. There is one other alternative. Had his parents persisted in spoiling him, he would probably have landed in Matteawan as a dangerous paranoiac.

"As it is he serves well to illustrate the terrible results that must come from the placing in absolute power of the mentally, morally and spiritually unfit. Lots of things can be withstood by lots of people. But not even a whole world can stand heredity.

"Also," my friend continued, "if Bill's fellows had had sense enough to make him sit in a rose bush and sing 'Pull for the Shore, Sailors,' the German liners would still be sailing regularly, and some millions of men and women that are now entirely defunct would be sitting down to a happy dinner and believing that life is really a very pleasant thing after all. Think it over."

I have been. * * * I still am. * * *

FOR NEW RECRUITS

"I have spent forty years under the flag, and I wouldn't trade my army experience for all the gold in the world. You are going where truth and honesty are required above all things. It's a life that lifts you above petty things. There is a pleasure in the army life unknown to those outside of it. If you get the right viewpoint in entering the service you will be happy. Put your heart in your work, and remember all the time that the United States has won all her wars. Remember there are two things God always looks kindly on—one is the army mule and the other the United States. If we had to fight the whole world we would win"—Brig-Gen. Eli D. Hoyle.

A TEA AND COFFEE SURVEY.

An Analysis of Present Market Conditions, With Some Suggestions as to War Time Economics

IN connection with suggestions as to possible war time economics in the tea and coffee trade, which A. W. Shaw, chairman of the Commercial Economy Board of the Council of National Defense, asked the editor of THE TEA AND COFFEE TRADE JOURNAL to submit to that body, a survey of trade conditions has just been completed which shows some interesting comparisons between the pre-war-time markets of 1914 and the markets of to-day.

Generally speaking, there are ample supplies of coffee, and this commodity presents a unique spectacle among food products as being the only one which shows practically no advance in price or which hasn't been manipulated in some fashion. Tea, on the other hand, has suffered at the hands of its friends, being made to pay exorbitant freight charges and surtaxes to our allies, who should be its protectors, with the result that the American Government and the American people are being forced to pay prices out of all reason for "the cup that cheers." Spices are also being rudely treated by the shipping interests and the American public is paying the price.

It would seem as if the trade and the public must look for relief from the United States Shipping Board. Tea and spices, as well as coffee, are in plenteous supply in the countries of origin. Brought here in American ships at reasonable freight rates they should soon again be sold at normal prices.

THE SITUATION IN TEA

The world's visible supply of tea is somewhat in excess of what it was in 1914. The crops are larger in Japan, Formosa and Java. They are about normal in Ceylon, India and China.

As regards the stocks of tea in the United States at present, generally speaking, they are less than in 1914, which was a normal year. Stocks in the importers' hands are light, stocks in the jobbers' hands are light, while the dealers are fairly well stocked, except on Ceylons and Indias.

The prices of all kinds of tea are higher than before the declaration of hostilities, by from 50 to 75 per cent, and in some cases the advance is as much as 150 per cent. Since 1914 Ceylons and Indias have more than doubled in price. These higher first-hand prices are due to high freight rates, exchanges, higher rates for war risks and marine insurance, and scarcity of bottoms. Pos-

sibly the most important factor in the increased price is the freight rate from the Far East. For instance, the freight rate from Colombo figures about 16 cents per pound net, as against a normal rate of from $1\frac{3}{4}$ to 2 cents. The rate from China is about 9 cents, as against a normal rate of $1\frac{3}{4}$ to $2\frac{1}{4}$ cents. The rate from Formosa figures about $8\frac{1}{2}$ cents, as against $1\frac{3}{4}$ to 2 cents normal. In some cases the freight rate is more per pound than the cost of the tea itself.

Included in the high freight rates are: *First*, the enormously increased valuation of deadweight tonnage, which in some cases has advanced from \$50 to \$350 per ton. Scarcity of ships and higher prices for materials in new shipbuilding operations are largely responsible for the increased valuation of the vessel proper. *Second*, there are higher salaries and bonuses for officers and crews. *Third*, there is the increased cost of maintenance, such as fuel, upkeep material and repairs. *Fourth*, in the case of India and Ceylon teas there is the British Government's surcharge of 50 per cent of the steamship company's rates and an additional charge of 10 per cent on all shipments via Cape of Good Hope, which is to-day the most practical route, as the Suez Canal is virtually closed to commercial shipping. *Fifth*, to meet the British Government's excess profit tax of 80 per cent ship owners perhaps have found it necessary to take this charge also into consideration when fixing freight rates.

The high price of silver enters into the increased cost of China tea in no small way, as all teas in China are bought and paid for in silver coin.

Under the item "higher rates for war risks" the British charge is 8 per cent, as against the United States Government's War Risk Bureau's charge of less than half as much.

As a result of these conditions the consumer is now paying from 10 to 30 cents a pound more for teas than he was three years ago. The average retail price of all teas was 37 to 40 cents in 1914, now it is from 40 to 65 cents.

The heaviest supplies of tea are now stored in such producing countries as India, Ceylon and Java, although large stocks are also awaiting shipment in Formosa, China and Japan.

The greatest problem confronting the tea trade of America to-day is how to move the supplies from the countries of production to our shores. Certainly the United States should not be dependent on foreign ships for its transport of teas. It has been suggested that if an arrangement could be made with England to provide for steamer space for tea from Colombo and Cal-

cutta it would immediately relieve the situation here. It has been suggested, further, that the shipping space from the British Colonies could be augmented by a reduction of tonnage allotted to other things of which we may now have a relatively large supply, at least as compared with the existing tea scarcity. A precedent is cited in the agreement made with England soon after we entered the war to release large quantities of Australian wool for the United States.

By supplying our normal requirements for Ceylon and India tea alone, it is pointed out that the Government would be able to secure its supplies much cheaper. For example, the last navy contract for Formosa tea was awarded at 29 cents, as against 19 cents early in 1916. Some tea importers are urging that Ceylon and India teas be used to some extent in place of Formosa because of the greater economy, and also because many of the enlisted men, having acquired a liking for the Ceylon and India flavor, do not care for Formosa tea. If supplies of Ceylon and India tea were available here, under normal conditions the prices would be reduced to approximately the same as Formosa tea prices. The Ceylon and India tea men claim that owing to greater strength these British-grown teas will make more cups of tea per pound than Formosa teas, and are, therefore, the much more economical purchase.

In contrast with the freight rates on teas it may be noted that the freight on coffee from Brazil is now about \$2.00 a bag as compared with 65 cents before the war, whereas, the freight on tea from Colombo and Calcutta, for example, is 16 cents per pound, as against 2 cents before the war. In other words, tea freights are eight times higher than normal, as against coffee rates of only three times normal. If Brazil had no ships of her own it is altogether likely that we would not enjoy such comparatively advantageous freight rates on coffee. Fairly good tea can be purchased in Colombo for from 12 to 14 cents. The most recent 50 per cent advance in freight rates from Ceylon makes the difference between the prime cost of the tea and the laying-down cost in New York fully 16 cents a pound.

America is now facing a shortage of tea, but this can be avoided and prices can be restored to normal if the Shipping Board will make it its business to bring about lower ocean freight rates, not alone on the Atlantic, but also on the Pacific. If we are to have price restrictions on American products for the benefit of all, we should not lose this opportunity of inducing allied reciprocity.

Tea is already the most economical beverage. An increase in its consumption is to be looked for

with the spread of the prohibition wave in America. Tea at 50 cents a pound, properly made, produces at least 150 cups, making the cost of each cup the trifling sum of one-third of a cent. The Food Administration can render the public a great service by telling them how cheap a food drink tea is and then seeing to it that they get all that they need at a reasonable price.

THE SITUATION IN COFFEE

The world's visible supply of coffee on July 1, 1914, was 11,302,194 bags, and the spot price of Rio No. 7 was 8¼ cents. The world's visible supply on July 1, 1917, was 7,793,824 bags, showing a shrinkage of 3,508,370 bags, while the spot price of Rio No. 7 this July 1 was 9¼ cents, showing an advance of but one-half cent. Santos No. 4 shows a falling off of 2¼ cents in the same period.

Production exceeds consumption at this time. The world's visible supply on July 1, 1916, was 7,328,374 bags, and on July 1, 1917, 7,793,824 bags, showing a surplus of 465,450 bags, with a probable further surplus indicated for the crop year of July 1, 1917-1918. However, the surplus stocks are only normal for working requirements. On the average, the total of the world's visible supply has been less the last three years than the average of ten years preceding that time.

In the United States spot stocks as of July 1, 1917, were 2,931,492 bags, as compared with 2,001,070 bags on July 1, 1914. The invisible supply as of July 1, 1917, was estimated as being larger than for three years past. The heaviest supplies are now stored in Santos, Rio and New York. In normal times there are big stocks carried in Havre, Hamburg, Bremen, Trieste, Antwerp, Amsterdam, Copenhagen, Bordeaux, Marseilles, London and Southampton. Havre, Hamburg and Antwerp are the largest carriers of coffee in Europe in normal times. New York is now the most important coffee market in the world, and is carrying the excess stock formerly financed in London. Prior to the war New York was principally a distributing market.

Green coffee is low in price as compared with other food products, because of large crops, and also because the Central Empires have been unable to purchase as freely as under ordinary conditions. The probabilities are that a large portion of their usual consumption has been entirely eliminated. It is estimated that this falling off in European consumption amounts to about 5,000,000 bags.

The following table shows the average range of jobbing prices of the leading coffees coming to this market as of July, 1917, compared with July, 1914. These are the prices charged by the importing jobbers to the coffee roasters:

	July, 1914	July, 1917
Rio 7s	8¼ @ 8½	9¼ @ 9¼
Santos 4s	11¼ @ 12	10 @ 10¼
Maracaibo	13¼ @ 14¼	10¼ @ 11¼
Caracas	11¼ @ 12	11¼ @ 12½
Bucaramanga	12¼ @ 15¼	11¼ @ 12¾
Bogotas	11¼ @ 16¾	12 @ 14¼
Mexican	12¼ @ 13	11½ @ 15
Costa Rica	14 @ 15½	10¼ @ 11½
Guatemala	11 @ 12	11 @ 13
Padang	21 @ 23	26 @ 28
Mocha	20¼ @ 21	21 @ 22
Abyssinian	19¼ @ 20	20 @ 21
Java	18 @ 19	26 @

Notwithstanding the increased cost of all packing materials, prices to the consumer on high-grade package coffees are practically unchanged, this for the reason that the margin of profit is considerable. On medium grade package coffees prices are somewhat higher than they were in 1914, despite the fact that the green coffees are lower. The explanation is to be found in the increased packing costs represented by advances in cartons, labels, cans, bags, nails, paper, cases, ink, etc. Whether or not these reasons justify some present retail package coffee prices, in view of the decline in the green coffees used, is a question. Prices on bulk coffees sold out of the store are no higher to-day than in 1914.

There is not likely to be any shortage of coffee during the continuance of the war. On the contrary, the inability to supply the Teutonic Powers and the restrictions on shipments to Europe are likely to increase the world's visible supply, and, granting no interference with the working out of the law of supply and demand, to depress prices. The total crops this year are reliably estimated to be in excess of those of last year by about 4,000,000 bags. In other words, the total crops will amount to over 20,000,000 bags, as against last year's 16,000,000 bags.

The coffee trade of the United States needs to learn many economy lessons, because the expense of doing the coffee business is enormous, and much of it is sheer waste. There is lacking the mutual confidence and the co-operation which in other trades have successfully reduced waste to a minimum. It has been suggested that if some action designed to parallel that which has unified railroad management could be brought about in the coffee trade a wonderful saving and an all-around improvement would result.

There is room for some wise economy in the use of coffee. If the American housewife could be taught to buy her coffee in the bean, grind it fine, and make it by the drip process, she would not only get much better coffee, but use less in its preparation. Dealers should carry smaller stocks and have them frequently replaced in order to deliver their coffee in the best possible condition. In package coffees the packers would do

well to consider the use of less expensive containers.

It is just as much an economy for dealers to pack and sell coffee in the bean as it is for consumers to buy it that way and have it freshly ground in the shop or at home. Freshly roasted coffee should be freshly ground and carefully brewed. There does not appear to be any necessity for urging a strict economy in the use of coffee, unless transportation is materially interfered with; and this is not looked for, in view of the handsome freight rates, the comparative safety of the voyage and sufficient ships to move the stocks from the principal sources of supply in South American countries.

A few suggestions to housewives who wish to carry their war-time household economies over into coffee could be made along these lines:

1. Buy your coffee in the bean.
2. In making up a blend it is better to substitute for Java and Mocha mild coffees from South and Central America and blend them with Santos or Bourbon Santos from Brazil, in order to reduce cost. Most package and bulk blends are now made up in this fashion.
3. Bulk coffees purchased from a reliable dealer are likely to prove more satisfactory than many package coffees, unless they are put up by houses of known standing and responsibility.
4. In purchasing bulk coffees it is well to remember that a full roast will produce better color in the cup.
5. A fine grind permits the extracting of all the coffee essence, and this effects a distinct saving.
6. Housewives should be told to save their coffee grounds. This by-product of the kitchen, hitherto discarded, contains some valuable fertilizer properties, among them a large percentage of nitrogen and a fair amount of potassium and phosphorus, material that will replenish the soil of any garden.

THE SITUATION IN SPICES

A comparison of the world's supply of spices as of July 1, 1917, compared with the period just preceding the starting of the world war in 1914, shows an increase in many countries of production, and, while the European stocks are much lower, more of some items are stored in London than in previous years.

With the possible exception of red peppers there is no surplus of spices, and in the event of the Teutonic and neutral European countries being permitted to fill their requirements there will be a shortage. Stocks are lighter in the United States than at any time since December, 1915.

First hand prices of black peppers are 50 to 100 per cent higher than in 1915. White peppers are 50 per cent higher. Gingers show from 50 to 100 per cent advance, cloves 100 per cent and nutmegs 50 per cent. Retail prices show on an average 100 per cent advance over 1914.

The heaviest supplies are usually stored in Havre, London, Holland and Denmark. As in tea, the problem is one of shipping room, exorbitant freights, exchanges, etc. The supplies are to be had and prices will again become more nearly normal as soon as the transportation question is settled.

The writer wishes to express his appreciation of valuable assistance rendered him in connection with the preparation of this survey from William B. Harris, U. S. Government coffee expert; Hard & Rand; William Bayne & Co.; Leon Israel & Bros.; Steinwender, Stoffregen & Co.; Edward Aborn; Jardine, Matheson & Co.; Irwin-Harrisons & Grosfield, Inc.; Russell & Co.; Jones Bros. Tea Company; Schorn & Brower, New York. Edward Westen Tea & Spice Company; Hanley & Kinsella Coffee & Spice Company; The C. F. Blanke Tea & Coffee Company, St. Louis. The Canby, Ach & Canby Company, Dayton. S. H. Holstad & Co., Minneapolis. The James Heckin Company, Cincinnati. McCormick & Co., Baltimore. Sprague, Warner & Co. and The J. C. Whitney Company, Chicago.

TEA AND COFFEE EMBARGO

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., August 28, 1917.—Coffee, tea, cocoa and spices have been put on the export embargo list, which means that if any of these commodities are to be exported a license will have to be obtained. The purpose of this action, as explained by President Wilson at the time of issuing the proclamation, is not export prohibition, but merely export control so that "they may not be made the occasion of benefit to the enemy—either directly or indirectly."

THE NEW CHILD LABOR LAW

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., August 28, 1917.—The new Child Labor Law, which went into effect September 1, and whose provisions cover children under 16 years of age, contains paragraphs on certificate and proof of age, hours and days of employment, inspections, guaranty and other matters of equal importance to those employing children. Copies of the law can be obtained from the Department of Labor, Washington, D. C. L. M. L.

ORIGIN OF OILY COFFEE BEANS

A Leading Venezuelan Planter States His Belief That These Commercial Defectives Are Due to Malnutrition of the Trees

L. M. HUNTINGTON, vice-president and general manager of the Branon Estates Company, Rubio Venezuela, who is now in New York on a visit, has some interesting things to say



L. M. HUNTINGTON

about oily or sweaty beans, as these commercial defectives are known to the trade. He has carried on during the past three years an extensive series of experiments to ascertain the causes for oily beans, and states that he does not subscribe to the belief held by some planters that they result from a defective or diseased condition of the trees.

Rather, he is inclined to think that it might better be described as an occasional result of some form of malnutrition.

RESEARCHES INTO CAUSE OF OILY BEANS

In describing his research work, Mr. Huntington said:

"The experiments have necessarily been conducted by a process of elimination extending over various steps in the processing plant, and have so far produced only negative results; i. e., it has been definitely ascertained that none of the steps *after* fermentation seem to have any effect upon the so-called oily beans. Defective or inefficient fermentation, while it does not seem to *cause* the defect, unquestionably will result in beans which might otherwise escape presenting themselves with the characteristic appearance of the oily bean in the finished product.

"Some of the planters in various parts of the world have been under the impression that this so-called sweaty bean is not a defective bean *per se*, but is rather one which, owing to its dissimilarity in finish and degree of dryness to the other beans in the sample, roasts at a different point and releases its oils more quickly. These men have maintained that the oily bean if segregated and packed by itself might be acceptable to the trade. Apparently these gentlemen have never roasted and drunk, or attempted to drink, a sample of straight oily bean. Its taste and aroma, even to the most inexperienced layman, will sufficiently controvert their assumption. Unquestionably the oily bean is by itself one which can not be drunk by a clientele possessing any degree of discrimination; neither can it be said that the recent and more rigid insistence by the

trade upon a coffee free from oily beans is not entirely warranted.

"The coffee consumer of to-day is more familiar with grades and blends than he was twenty years ago and demands, and gets, a grade of coffee which was then reserved for connoisseurs. Most certainly he would refuse a coffee containing any considerable portion of sweaty beans and the insistence by the Front street trade upon coffee free from these is only a reflection of their clientele's opinion."

Oily beans are most likely to be found in washed Maracaibos and Mexican coffees, and not to any appreciable extent in other varieties. This is the belief and experience of a leading New York coffee roaster, who also advances the suggestion that oily beans are the result of too heavy milling, the more or less soft bean being bruised in the process of removing the parchment.

HIGH LIGHTS OF MR. HUNTINGTON'S CAREER

In the three years Mr. Huntington has been identified with coffee he has established a reputation as a worker in the interests of coffee generally and as a coffee plantation manager. All that time he has been with the Branon Estates in Rubio, going there in March, 1914. However, he is also well known in engineering circles, having been unusually active in that profession for the ten years following his graduation in 1904 from the University of Nebraska, of which State he is a native, having been born at North Bend on November 11, 1883.

Equipped with an engineering degree and a government commission, Mr. Huntington went almost immediately after graduation to the Panama Canal, where he served in various grades, three years later becoming assistant engineer of maintenance of ways of the Panama Railroad. In 1907 and 1908 he was in charge as engineer of the construction of highways, bridges and pavements in the Province of Oriente, in the D. P. W. Republic of Cuba. He left governmental work in 1908 to act as constructing engineer for Marx & Windsor, contracting engineers, at Guantanamo, Cuba. Entering the Department of Public Works of the Dominican Republic in January, 1910, he continued there as project engineer in railway and highway work, and as chief engineer of the Cibao district until shortly before going into the coffee business in 1914 in Venezuela.

During his stay in New York, Mr. Huntington is stopping at the National Arts Club, of which he is a member, as he is of the Salmagundi, the Underwriters, the University (of Panama) and two or three other smaller clubs. He is also a member of the American Society of Civil Engineers and the American Society of Engineering Contractors.

GUATEMALAN TRADE WITH U. S.

TIN PLATE IS STILL SCARCE

America Has Taken Nearly All the Coffee
Produced Since the Beginning
of the War

A Census of Fifteen of the Leading Producers
Shows There Is Urgent Need for
Using Substitute Containers

[SPECIAL CORRESPONDENCE]

GUATEMALA CITY, GUATEMALA, Aug. 1, 1917.

GUATEMALA has suffered much industrial depression and financial loss since the war, being deprived entirely of its principal markets for coffee—England and Germany. The creation of a demand in the United States for Guatemalan coffee has helped to relieve the situation, but coffee is one of the articles that have not advanced materially in price during the past few years.

The districts best suited for growing coffee are Antigua, Barberena, Costa Chuvá, Alta Verapaz, Costa Cuca, Costa Grande, Pochuta and Tumbador. In some districts the Guatemala coffee is grown at an altitude of 5,000 feet, the product being of fine quality, but extremely limited in quantity. Between 50 and 60 per cent of the coffee plantations of Guatemala are owned and controlled by Germans; only a small proportion represents American investments.

For the years of the war the United States has taken most of the coffee produced in the Republic; before the war Germany and England were the largest purchasers. Shipments are financed through banking and brokerage firms in New York, New Orleans and San Francisco, which pay for their purchases in drafts on American banks, the holder selling these to money brokers of the local banks, who keep their deposits in American gold and exchange it into the local currency according to their judgment of the current rate.

The purchase of so much of the crop by American houses in the past two years has tended to lower the prices obtained in local currency, as the money brokers and the banking houses have so manipulated exchange as to benefit, while the grower has lost. If the United States continues to buy most of Guatemala's coffee it will stimulate the sale of American goods in this Republic. The United States purchased \$6,500,000 worth of the total 1916 crop of 850,570 quintals, valued at \$7,825,250; Holland bought about \$1,000,000 worth.

S. C. R.

PANAMA CACAO EXPORTS BIGGER

Panama sent to the United States during 1916 about 93,980 pounds of cacao more than in 1915, or a total of 359,455 pounds.

PRACTICALLY all the tin plate that can be produced this year and in the first two months of 1918 in the United States has already been contracted for to be delivered during 1917, according to a census just completed by the Bureau of Foreign and Domestic Commerce. This report, which is based upon returns from fifteen of the leading tin plate producers in this country, indicates an increase of approximately 25 per cent in domestic production over 1916, and that this year's production for export is about one-tenth of the total output.

The actual census figures show in terms of base boxes a production of 20,271,683 in 1914, 22,925,437 in 1915, 26,979,994 in 1916, and approximately 32,898,597 boxes in 1917. The number of base boxes contracted for delivery during the first half of 1917 and not shipped June 30 is given as 2,424,261 boxes for the domestic trade and 982,084 boxes for export. The number contracted for delivery during the second half of 1917 is placed at 13,747,730 boxes for domestic trade and 1,316,293 boxes for export. The total obligations of the mills for delivery during the last half of this year is given as 18,501,218 boxes, and the estimated production for export this year is approximately 3,405,071 boxes.

The Government points out that there is very urgent need that substitutes for tin plate be used to the greatest extent possible, as the War and Navy Departments' demands upon the steel industry are continually growing heavier, and may at any time cause decreased allotments of the tin plate producers, thereby resulting in diminished production.

Our European allies have felt the lack of tin plate for some time, and are considering the availability of fiber and paper cans as substitutes to meet the shortage in those countries. The Government's census also develops that paper and fiber containers have won wide favor in all trades in this country, with a consequent saving of tin for other purposes.

BUMPER RICE CROP IN BRAZIL

The State of Sao Paulo, Brazil, will produce in 1917 a greater crop of rice than even the record yield of last season, according to official statistics recently published there. The 1915-16 production was 5,520,628 bushels.

BOOKS RECENTLY RECEIVED

Brief Reviews of Business and Other Publications Coming to the Editor's Desk

BELOW will be found brief comments on recently published business books sent to the editor for review. The contents of each are presented in digest form, so that busy men can tell quickly if they are interested.

A USEFUL ADVERTISING BOOK

ADVERTISING—SELLING THE CONSUMER. By John Lee Mahin. New York, Doubleday, Page & Co., for the Associated Advertising Clubs of the World, and to be obtained from the author at 4 East Thirty-ninth street, New York. 298 pages, illustrated. \$4.00 net.

This volume, which is the work of one of the best-known and most highly regarded advertising men in the country, is the outgrowth of a series of lectures delivered by the author at the Northwestern University, and presents a comprehensive survey of modern advertising in every field. It contains many specimen advertisements, with constructive criticisms of each. Among the subjects discussed are: How Markets Benefit Both Consumer and Producer; How a Salesman Becomes a Producer; The Tools of Advertising; Advertising Mediums; Building and Testing an Advertisement; Application of Five Tests; Advertising and Selling Through the Ordinary Channels; Retail Advertising (Preparation, Methods and Mediums); Price Maintenance; Co-operation Between Salesmen and Advertising; Advertising Opportunities; Mail Order Advertising; National Advertising and Exclusive Dealers; Trade Marks; Prestige-Building Advertising, etc.

FACT BOOK FOR ADVERTISERS

MAHIN'S ADVERTISING DATA BOOK. By John Lee Mahin. New York, 4 East Thirty-ninth street. 260 pages, bound in black leather, vest pocket size. \$2.00 net.

This is a useful handbook containing facts, figures, formulas, methods and statistics which every business man and advertiser will find convenient to have near at hand throughout the business day. The volume, which can be slipped into a vest pocket, contains information that cannot be found elsewhere without much laborious research.

A COSTA RICAN NATURE BOOK

A YEAR OF COSTA RICAN NATURAL HISTORY. By A. S. and P. P. Calvert. New York, The Macmillan Company. 577 pages, with maps and illustrations and index. \$3.00 net.

This book pictures Costa Rica and its natural history before the influences of the Panama Canal were begun to be felt there, and serves as an introduction to a fascinating country. The text is addressed to general readers, and in some of the chapters are passages describing coffee and cacao plantations and cultural methods as well as picturesque glimpses of native habits, customs and costumes. It deals comprehensively with the flora and fauna in non-technical language.

A BOOK FOR COFFEE PLANTERS

CULTIVATION AND PREPARATION OF COFFEE. By José P. Ugarte. 124 pages; 26 illustrations.

This book, intended primarily for coffee planters, is well written and interesting, and describes the various operations in connection with coffee planting, tree pests and diseases, with remarks on pulping, fermenting, washing, drying, hulling, polishing and grading. The author bases his remarks on his experience in Mexico and Central America.

TEA AND COFFEE TAX REJECTED

Senate Revises Revenue Bill to Exclude Tea, Coffee, Cocoa and Sugar from Taxation for War Purposes

ALL reference to taxation on tea, coffee, cocoa and sugar was eliminated from the War Revenue Bill by the Senate, which passed the bill on September 10. The recommendations of the Senate Finance Committee on these commodities were rejected in their entirety by a substantial majority, and it is declared that in view of the fact that the House Bill did not contain consumption taxes on tea, coffee, cocoa and sugar there is little likelihood of their being reimposed in conference.

FINAL ACTION EXPECTED IN TWO WEEKS

The bill now goes to a joint conference committee, composed of five or six ranking members of the House Ways and Means Committee and the Senate Finance Committee. It is predicted in Washington that the bill will remain in conference for at least two weeks. Some of the House leaders have shown marked opposition to the Senate draft, and it is expected that considerable trouble will be experienced in reaching an agreement speedily.

The proposed tax on alcohol, which concerns the flavoring extract trade, calls for a levy of \$1.10 per proof gallon, or wine gallon when below proof, in addition to the tax already imposed by law, the tax to be paid by the distiller or importer when withdrawn from bond.

The United States Treasury Department has notified its customs collectors of the adoption of 7.61 pounds as the conventional weight of a gallon of olive oil.

Shanghai, China, exported last year 251,349,600 pounds of peanuts in the kernel, 9,322,533 pounds in the shell and 44,302,533 pounds of peanut oil, and also shipped 124,401 tons of rice, 29,651,200 pounds of black tea and 39,495,200 pounds of green tea.

THE PRACTICAL COFFEE ROASTER

¶ A department discussing coffee-roasting problems and matters of timely interest to wholesale coffee roasters, with all the news of the field. Subscribers' questions of general trade interest will be answered here free of charge.

TALKS TO COFFEE BUYERS

A Series of Discussions of Coffee Problems
Designed to be Helpful to Wholesale
and Retail Coffee Distributors

BY WILLIAM B. HARRIS
Coffee Expert, U. S. Department of Agriculture,
New York

No. 13--WINDOW DISPLAYS

ATTRACTIVE window displays form one of the best means of advertising at the command of the grocer and one of the least expensive. A glance at department store windows and at the changes that have been made in old store fronts is all that is necessary to convince any wide-awake merchant of the advertising asset he possesses in a good frontage.

In the first place, the window itself should be made attractive. Small panes of poor glass should be replaced with larger panes of plate. The interior of the window should be large enough to permit of a good display.

START DISPLAY SERIES WITH GREEN COFFEE

The most logical start would be with green coffee in original bags when it is possible. Where the dealer buys only the roasted product it may be impossible for him to secure coffees in the original package. He can, however, and at a nominal cost, purchase coffee bags, mats or bundles which can easily be made up in the form of dummies. Pound samples of the coffees shipped in the various containers can be ordered from the wholesale house that regularly supplies him. In this way the dealer will find he can secure ample material for starting very effective window displays. This material, with a little care, can be used many times in various ways, so that the small original cost, if apportioned, amounts to practically nothing.

Follow the green coffee with a window full of the roasted berries. This should be a display of bulk coffees, giving the public the idea of volume. A few small pans of green coffee may be used effectively by way of contrast. Photographs of coffee roasting plants, showing machinery in

operation, are easily obtained and will increase the interest in the display. A very good centerpiece is a new barrel, nicely lined with blue paper, turned on its side with the roasted coffee spilled out.

DISPLAYING PACKAGE BRANDS OF COFFEE

The next step would be a window of package brands. One particular brand should be given prominence and other packages used for decorative purposes. The process of weighing, packing and labeling when carried on in the window always attracts attention, and consequently makes a very effective form of advertising. Where the grocer handles advertised package brands many elaborate forms of window display are furnished by the shipper, which are simply arranged according to instructions.

The retailer, therefore, need never be at a loss for material or suggestions for advertising the coffees he has on his shelves. He should change displays frequently; in fact, each should only run a few days, and everything about the window should be kept absolutely clean.

COFFEE ROASTERS' STAND ON TAX

The war tax questionnaire sent out in July by the National Coffee Roasters' Association resulted in 117 replies, 70 per cent of which, according to Secretary George W. Toms, were opposed to any tax on coffee and favoring a strong protest. Twenty-five per cent of the replies were not opposed to a "reasonable" tax, and 5 per cent were in favor of taxation.

The executive committee considered the returns at a meeting held August 9 and decided it was "best not to undertake a widespread and general plan of opposition to a tax, but to endeavor through the officers and the attorney in Washington to obtain if possible a reduction in the rate of taxation as at present in the bill."

JAMAICAN COFFEE AND COCOA

During the first six months of 1917 Jamaica sent to the United States 17,141 cwt. of coffee and 7,254 cwt. of cocoa.

ANOTHER COFFEE PROPAGANDA?

New York Advertising Agency Claims to Have Been Promised \$200,000 from Brazil as a Publicity Fund—Confirmation Lacking

SOME months ago it was rumored that the International Advertising Corporation, with offices in Brooklyn, N. Y., and Brazil, had interested the Brazil authorities in a coffee advertising plan designed to supplant the one presented by the National Coffee Roasters' Association. Investigation failed to show that the plan had much merit or that it was being seriously considered by Brazil. The firm's address then was 73 Furman street, Brooklyn. When approached by this paper at that time a statement of their plan was promised but never materialized.

CONCESSION SECURED FROM BRAZIL

Until recently nothing more was heard concerning the company, but within the past few weeks it has again showed signs of activity. A representative has been calling upon New York coffee importing houses endeavoring to interest them in the proposition. This party claimed to have secured a concession from the Federal Government granting his agency the use of an exhibition building at Rio in which to show products of American manufacture. As part of the plan the company is to maintain an exhibition of Brazil products in New York. The New York representative of the company is understood to be showing a letter signed by Dr. H. C. de Martins Pinheiro, Brazil Consul General at New York, stating that the concession has been duly granted.

The professed object of the solicitor when approaching New York houses is to interest them in the exhibition plan, asking firms with Brazil connections to act as sales agents. The solicitor, however, mentions, incidentally, that the corporation has been promised a fund of \$200,000 from Brazil with which to promote the sale of Brazil coffee in the United States, and it is believed in the trade that the real object of the firm's solicitations in this country is to secure backing for the proposed propaganda and to enable them to state that they have the support of the American coffee trade. Those who ought to know state that Brazil has not promised to contribute to the advertising fund.

ELABORATE PROPAGANDA PLAN

The propaganda plan is an elaborate one, embodying the establishment of coffee-roasting plants throughout the country where the coffee will be sold as the product of Brazil.

A representative of this paper called at the

present office of the concern, at 59 Pearl street, New York, but was unable to secure an interview with any one connected with the firm. They appear to have only desk room at this address, and Luke Stephen Clark, president of the corporation, was not to be found, it being stated that he was out of the city indefinitely. Statements of the mercantile credit reporting associations fail to throw any light on the corporation's standing.

PREMIUM PLAN UNDER FIRE

Complaint Has Been Lodged with the Federal Trade Commission, Which Is Investigating the Methods Now in Use

THE attention of the Federal Trade Commission has been directed to a premium scheme said to savor of lottery and being used by certain companies packing teas and coffees. The plan objected to is generally known as "Unequal Value Premiums with Equal Value Purchases," consisting of giving a 100-piece dish assortment with 100 packages of coffee, each package containing a number or description of the dish to which the purchaser of the package is entitled. Some dishes are comparatively cheap and others expensive, and the fact that their distribution is by chance is said to constitute the lottery.

It is further alleged in the complaint that some of the companies employing the scheme designate the packages of coffee which draw the more valuable premiums, so that the retailer will be able to manipulate the giving of the premiums to suit his own inclinations.

The Federal Trade Commission has written to some members of the National Coffee Roasters' Association, citing the points in the complaint and asking for descriptions of the premium systems in use by each coffee roaster and packer, as well as the advertising matter used in connection with them. The association has urged the members to respond promptly.

One member of the association whose name has not been divulged wrote the commission as follows:

"The premium idea on coffee, tea, spices, baking powders and many other articles in the grocery line * * * is a great nuisance and often almost a fraud. The peddlers are the worst. * * * Several States have passed laws to prohibit premiums, but so far have not been able to accomplish much. This is a very important trade abuse, and we hope you will take up the matter thoroughly."

The "100-dish assortment" plan of premium

giving has not been looked upon with favor by the representative coffee houses. It is not thought that the commission has any idea of interference with the legitimate use of premiums, and those who are using premiums in right fashion are not at all in sympathy with the intolerant viewpoint expressed by the roaster quoted above. These men say that premiums properly employed are not a nuisance and never a fraud, but on the contrary they offer the logical way to get back lost coffee business, because they are good advertising and place a correct valuation on good will and continued patronage.

WHO'S WHO IN THE TRADE

An Appreciation of John Witherspoon, President of the Fort Smith Coffee Company

JOHN WITHERSPOON, president of the Fort Smith Coffee Company, Fort Smith, Ark., is one of the successful coffee roasters of the Southwest. In thirteen years he has built up a large and flourishing organization, distributing throughout several Southern and Western States and employing more than 40 salesmen.

While prominent in business circles of the South for many years, Mr. Witherspoon was not generally known among the coffee roasters in other sections until 1912, when he visited Brazil as a guest of that country in company with several other members of the National Coffee Roasters' Association. During the trip his fellows learned to have high regard for his character and ability. The itinerary included some of the large coffee plantations of Brazil, and the visitors secured a good, first-hand knowledge of how coffee is cultivated and prepared for market.

Mr. Witherspoon was born March 27, 1868, at Arkadelphia, Ark., and began his business experience as a traveling salesman, this being the groundwork for his later successes. He entered the merchandise brokerage business in 1895, opening an establishment of his own, which he built up into one of the largest in Fort Smith.

The coffee business attracted Mr. Witherspoon in 1904, he establishing the Fort Smith Coffee Company in that year. At first the firm devoted itself exclusively to roasting coffee for three wholesale grocery concerns, which were interested in the company. After about two years, Mr. Witherspoon began to expand the business until to-day this company is one of the leading wholesale coffee roasters of the Southwest.

The coffee business is but one of Mr. Witherspoon's many commercial activities. He is an extraordinarily capable executive. It is his policy

to build up a dependable organization, free himself from the details of management and act largely in an advisory capacity. Working along these lines he heads a brokerage business and a fruit-jobbing concern in addition to his coffee interests. He is also identified with one of the largest banks of Fort Smith, a hotel company, a cemetery association, a wholesale grocery, a building firm, a land company, a fire protection organization and various other corporations.

Mr. Witherspoon was married in 1893 to Laura Davis, daughter of the late P. R. Davis, founder of the Reynolds, Davis Grocery Company, a large wholesale grocer. He has one child, Sara, who constitutes one of his chief joys in life. She attends a private school in New York City, and as a consequence Mr. Witherspoon is a frequent visitor to the metropolis.

Like most successful business men, Mr. Witherspoon is a believer in the association idea and is a regular attendant at the National Coffee Roasters' Association conventions. He is prominent in the social life of Fort Smith and is a great golf enthusiast.

GERMANY STILL OBTAINS COFFEE

In the data turned over to the United States Government by the British authorities for the former's guidance in determining its export control policy appears the statement that Germany obtained from Scandinavia and Holland at least 58,500 tons of coffee during 1916 and 12,000 tons of sugar.

COFFEE IN BRITISH EAST AFRICA

The total area devoted to coffee in British East Africa had increased by the end of 1916 to more than 7,000 acres and in Uganda to 9,000. Prices of the British East Africa coffee, which is of the *Arabica* variety, during the year in London ranged from 15½ to 18½ cents per pound, somewhat more than Uganda coffee brought.

RICE PRICES ADVANCING IN JAPAN

Rice reached the highest price ever recorded in Japan early in July when quoted in Tokyo at \$2.34 a bushel, which is 4 cents higher than the previous record made in 1912. Further advances were expected at the time.

MACASSAR COFFEE EXPORTS DECLINE

Exports of coffee from Macassar, Celebes, Netherlands East Indies, during 1916 were 2,642,220 pounds, as compared with 6,540,920 pounds in 1915.

THE PRACTICAL TEA MAN

¶ A Department devoted to the discussion of tea problems of importance to the trade, with the news of the tea packing and jobbing field. ¶ Subscribers' questions of general trade interest will be answered here free of charge.

LONDON TEA MEN AROUSED

China Association Assails Board of Trade
for Holding Up Shipments of
Tea After Arrival

[SPECIAL CORRESPONDENCE]

LONDON, ENGLAND, Aug. 1, 1917.

"VERY arbitrary treatment," is the expression used by F. Anderson, chairman of the China Association, at a meeting yesterday in connection with shipments of China tea which had been arranged before the announcement of a prohibition of imports into the United Kingdom, and have been held up by the Board of Trade on their arrival without previous warning to the merchants involved.

TEA IMPOUNDED AT LONDON DOCKS

"Certain quantities of tea," said Chairman Anderson, "which had already been paid for by British firms in China were in course of shipment. Exchange and freight had been settled for. The firms applied to the Consulate for advice as to what should be done under the circumstances. The consular officials had no instructions and could give no information. As there was not time to spare the firms shipped the tea to London and registered affidavits that it had been paid for by them before the date of prohibition. On its arrival in London the Board of Trade refused to allow any of it to be delivered, and it has all been impounded at the London docks for over two months.

"The Board of Trade give as their reason for refusing to pass the tea that it was not paid for by the consignees in England before the date of prohibition; they said that if the firms had paid for the tea in London they would allow it to be delivered. It cannot be sold on the market, and the capital invested in it is withdrawn from trade."

Commenting on the situation, the *London Times* says:

"Since it was clearly impossible for a firm in London to pay for tea in course of shipment in order to forestall a prohibition of which no notice had been given, this claim on the part of the Board of Trade appears to be utterly unreasonable. Nor is it easy to see what justification there can be for making the tea itself useless to anybody when it has arrived in this country."

TEA REPORT FOR 1916-17

Statistics Showing the Quantities and Various
Kinds Passed and Rejected During the
Fiscal Year Ended June 30, 1917

THE outstanding feature of the Supervising Tea Examiner's annual report for the fiscal year ended June 30, 1917, was that of the 105,981,138 pounds of tea examined at the ports of the seven tea districts in this country only 954,425 pounds were rejected. Of these rejects only 3,752 pounds were so classified because of facing or color, and they were all green Ping Sueys. Last year the rejections totaled 1,768,573 pounds, of which 209,362 pounds were for facing or color.

Among the rejections for quality appear Formosa Oolong, 18,917 pounds; China Congou, 263,312 pounds; Indias and Ceylons, 17,757 pounds; green Ping Suey, 6,125 pounds; Japan, 5,876 pounds; Japan dust, 610,387 pounds, and Canton Oolong, 26,151 pounds.

The varieties imported in the largest quantities during the year were Japan, 31,754,966 pounds; India and Ceylon, 28,482,564 pounds, and Formosa Oolong, 19,379,755 pounds. Java teas to the amount of 2,140,281 pounds were examined and passed without a single rejection, as were 1,092,252 pounds of Foochow Oolong.

Puget Sound now stands first among the American ports of entry for tea, 32,107,891 pounds having been examined there during the year. New York is next with 31,837,763 pounds, while Chicago ranks third with 16,162,102 pounds. San Francisco received 12,855,475 pounds, Boston 8,137,029 pounds, St. Paul 4,502,728 pounds, and Honolulu 378,170 pounds. The largest amount was rejected at Chicago, 579,570 pounds, New York rejected the next largest quantity, 251,074 pounds.

GERMAN SUBSTITUTES FOR TEA

Haus-tee and Wald-tee are the names of two tea substitutes used in Germany, they being made principally from blackberry and strawberry leaves, with caffeine solution added to give some reminder of the taste of the real leaf.

THE SHANGHAI TEA TRADE

Total Decline in Exports About 17,000,000 Pounds, High Freight Rates and Exchange Impeding Shipments

[SPECIAL CORRESPONDENCE]

SHANGHAI, CHINA, June 11, 1917.

IN 1916 the United States for the first time took the lead in the aggregate trade between Shanghai and any other one country, England and Japan ranking second and third, respectively. If ships had been available to transport freight at reasonable rates the total of American-Shanghai commerce in 1916 would have been much greater.

BAD YEAR FOR SHANGHAI TEA MERCHANTS

Exports of black tea decreased by 6,758,933 pounds and green tea by 2,052,133 pounds; the total decline in all varieties was 16,873,733 pounds. Of black tea the United States took in 1916 6,940,000 pounds, which is an increase over 1915 of 1,918,133 pounds, of green tea 8,541,667 pounds, which is 3,156,667 pounds less than in the preceding year, and 800,533 pounds of leaf, tablet and dust tea, as compared with 400 pounds in 1915. The total exports of all kinds of tea to all countries last year reached 124,697,600 pounds, which, compared with 141,571,333 pounds in 1915, shows a falling off of about 17,000,000 pounds.

During the year many more American manufacturers and exporters in various lines established connections in Shanghai, and some sent their personal representatives to investigate conditions or to co-operate with their appointed agents. Several prominent American firms opened offices here.

Light tea crops and consequent high prices charged by growers resulted in a loss to the wholesale traders of Shanghai. Shipments were affected also by the high exchange and freight rates, as buyers generally expect quotations c. i. f. port of destination.

T. S.

NEW TEA SHIPS FOR JAPAN

The first of the fifteen vessels contracted for by the Osaka Shosen Kaisha, all of which are to be afloat before January, 1919, was launched July 7 at the Osaka Iron Works. It is a 12,000-ton vessel and will be placed on the Tacoma-Hong-kong run and will probably carry large cargoes of tea.

During the half year ended June 30, 1917, thirty-one other merchantmen, aggregating 108,755 tons, and each exceeding 5,000 tons, were

built in various Japanese shipyards. The Formosa Chamber of Commerce reports that during the following month of July more than 25,000 tons of shipping were added to Japan's merchant marine, and that there are now more than 300 Japanese merchant vessels, each having a tonnage of 1,000 tons or more. The total tonnage is estimated at 1,000,000 tons.

CHINESE TEA DIRECT TO CONSUMER

The China Tea Company, Ltd., has been organized in Shanghai for the purpose of dealing direct with American tea consumers. This is the first effort of the kind that has been made by a Chinese company, using modern machinery on its tea plantations, to carry on a direct business. The company has five registered brands of tea to offer in quarter, half and one-pound packages, all of which are to be packed in China and distributed in original packages only.

The Chinese tea merchants of Shanghai think that they should display greater activities in promoting the sale of Chinese tea, and to that end an advertising campaign featuring the small package is being inaugurated.

CRITICISES JAPANESE TEA SHIPPER

The Nippon Yusen Kaisha, one of the leading steamship lines carrying tea and general cargoes from Japan to the United States, has been assailed by the *Jiji*, a prominent newspaper in Japan, on the score of its paying 70 per cent per annum in dividends while still under Government protection. The *Jiji* maintains Government protection is intended simply to render a company self-supporting and "should cease the instant a corporation is able to pay substantial dividends."

A RECORD JAPAN TEA CARGO

The *Shizuka Maru*, of the Nippon Steamship Company, arrived early in August at Seattle from Yokohama with 21,398 packages of tea, each averaging 85 pounds. The cargo is 3,215 packages larger than the shipment brought in by the *Tamba Maru*, which established a previous season's record.

BRITONS URGE SUGARLESS TEA

Tea drinkers in Great Britain are being urged to forego sugar and milk in their tea as a means of conserving supplies. It is pointed out that 317,000,000 pounds of tea were consumed in 1915, which would mean the use of 480,000 tons of sugar and 541,000,000 gallons of milk if every tea drinker used them.

SPICES AND EXTRACTS

¶ A department of particular interest to spice importers, grinders and dealers and to manufacturers of flavoring extracts, perfumes and toilet preparations.

BUYING EXTRACT SUPPLIES

Talks on the Origin of Raw Materials, with Instructions for Establishing Their Claims to Purity

By DR. V. A. FRYER

No. 8—OIL OF CLOVES

OIL of cloves is obtained by distillation from the dried flower buds of the clove tree (*Eugenia aromatica*). This tree is a native of the Molucca Islands, but is now cultivated in various parts of the tropical world, having been introduced at different periods into the Islands of Mauritius, Bourbon, Zanzibar and Sumatra, as well as tropical Africa, Cayenne and the West Indies.

The clove is a small and very handsome evergreen tree. The flowers, which are of a beautiful rosy color and possess a strong and very pleasing odor, blossom throughout the year. The leaves, of a shining green color, are very fragrant when bruised.

HOW CLOVES ARE HARVESTED

As soon as the buds change from green to red they are either picked by hand or beaten from the branches with long bamboo poles and collected on cloths spread beneath the trees. They are then dried by exposure to the sun, or in some localities by being dipped in boiling water, and afterwards exposed to smoke before being exposed to the sun.

The clove tree begins to bear buds in the sixth or seventh year, and thereafter two crops are gathered annually, the production increasing yearly; the tree, it is stated, continuing to yield up to a hundred years. The different varieties of cloves are known by the names of the localities of their growth, such as Penang, Amboyna, Zanzibar, etc. The best cloves are thick, heavy, brittle and rich dark brown in color, exuding a small amount of oil on being pressed or scraped with the finger nail. They are sometimes mixed with cloves from which the oil has been distilled, or with light, soft or pale cloves of inferior taste and odor. Clove stems, too, are frequently present in small quantities.

HOW OIL OF CLOVES IS OBTAINED

Oil of cloves can be obtained from either the buds or stalks. The buds, however, being very rich in oil, are always employed in this country, the yield being sometimes as high as 11 per cent. It is produced by distilling the bruised cloves with water to which salt has been added in order to raise the boiling point. The watery distillate from which the oil has been separated should be repeatedly returned to the still and distilled again. If the cloves have been properly bruised, three or four repetitions will be sufficient, but if the powder is very coarse still more repetitions will be required.

Oil of cloves when fresh is clear, fluid and almost colorless, but becomes darker with age or exposure, and finally reddish brown in color. Its specific gravity varies from 1.034 to 1.060 at 77 degrees F. It is one of the least volatile of the essential oils. It dissolves freely in alcohol, the solution having a slight acid reaction. The oil consists mainly of eugenol, not less than 80 per cent by volume. This is the true flavoring principle of the oil, and when isolated can be used for the same purposes as the oil. Eugenol can be produced synthetically from other sources, but is extracted in large quantities from oil of cloves, and used as the starting point in the building up of artificial vanillin.

THE CHIEF ADULTERANTS

The chief adulterants of oil of cloves are fixed oils, oils of allspice and capaiiba. The determination of the boiling point and the specific gravity are usually sufficient for detecting most adulterations, the pure oil varying in specific gravity from 1.034 to 1.060, and the boiling point being from 464 degrees F. to 491 degrees F.

If the suspected oil be treated with an alcoholic solution of potassa the odor of cloves disappears, and the nature of the adulterant may in that way be detected; also the fact that it congeals into a crystalline mass with the above solution of potassa is a good criterion of its purity.

A BUSINESS DEVELOPER

John E. King Coffee Company, Detroit, Mich., writes: "Your magazine has been a real factor in the development of my business."

MUSTARD SEED OF EASTERN SICILY

The mustard seed crop of Eastern Sicily for the present season is much below normal, and prices are higher, with prospects of further advance. In June, 1916, crop seeds were selling at approximately \$13.35 per cwt. f. o. b. Catania, while about July 1 a 500-bag lot of the 1917 crop sold at \$15.80 per cwt. Further advances are looked for. Export of mustard seed has been restricted, but the United States is one of the few countries to which export is not prohibited.

GROCERY TRADE DIGEST

¶The most important news happenings
of the month boiled down for busy readers.

NATION'S MERCHANTS ENDORSE FOOD CONTROL

Sixty-five thousand merchants, many of whom were grocers, endorsed the Federal Food Administration at a recent meeting of the executive committee of the Conference of Independent Retailers at their New York headquarters. They agreed to reduce prices to the lowest practicable level, to oppose overstocking for speculative purposes, to co-operate in delivery, to curtail the return privilege, to economize in string, paper, packing and packages, and went on record as favoring the elimination of trading stamps and coupons.

HOOVER PLEADS, "USE LESS SUGAR"

Herbert Hoover urges a reduced consumption of sugar, so that a threatened shortage in Allied countries may be averted. There are normal stocks in producing centers, but there is a lack of ships to move them; hence, the Hoover plea, "Use Less Sugar."

A SUFFICIENT SUPPLY OF GLASS JARS

The Department of Agriculture recently stated that there will be enough glass jars, new and old together, to care for the bulk of the season's perishable fruits and vegetables, despite trade reports to the contrary.

NEW SALES MANAGER FOR LOOSE-WILES

George C. Macdonald has been appointed sales manager of the New York plant of the Loose-Wiles Biscuit Company. He was previously country and sales agency manager. C. K. Woodbridge has resigned as general sales manager and is now in a similar capacity with the Kellogg Products Company, Inc., Buffalo, N. Y.

WHOLESALE GROCERS INSPECTING FOR ARMY

Members of the National Wholesale Grocers' Association are inspecting food products bought by the Government for the Army and Navy, watching operations at the various manufacturing plants throughout the country. They serve without pay and are in charge of Walter B. Timms, treasurer of the association, recently appointed official inspector.

GAS COMPANIES ARE BOOSTING CANNING

About 250 gas companies throughout the country are supporting the food conservation campaign by arranging for the displaying of fruit and vegetable canning posters in their windows and on grocery and department stores' wagons. They have distributed to date more than a half million copies of recipes and 90,000 booklets containing labels, perforated and ready to be torn and applied to jars and glasses.

EDUCATIONAL DIRECTOR LEAVES N. W. G. A.

F. W. Fiske retired September 1 as educational director of the National Wholesale Grocers' Association. The office has been abolished during the period of the war.

GOVERNMENT MAY CONTROL SUGAR INDUSTRY

Following the suspension of trading in sugar futures on the New York Coffee and Sugar Exchange early in August, and the Food Administration's request to fix the price of sugar at \$7.25 per cwt. and 7½ cents per pound, a report originated in New York that the Food Administration would take control of the sugar industry.

SPECIALTY MANUFACTURERS MEET

A special meeting of the members of the American Specialty Manufacturers' Association, and all other makers of branded grocery articles, was decided upon by the directors of the association at their executive session held in New York August 28. The meeting will probably be held early in September in Washington, to decide the best methods of helping the Government in its food conservation plan and other war measures. It is hoped that every well-known maker of specialties in this country will be present.

We are in a real war—a war that we must prepare for to the full extent of our ability, a war that must measure our whole co-ordinated forces, our moral forces, our industrial forces and our financial forces.—Frank A. Vanderlip.

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

VALUE OF COFFEE BREWS

Flavor and Aroma Are the Only Things Worth While—Caffein Differences Are Immaterial

By F. HULTON FRANKEL, PH. D.

THE value of coffee brews at the present time is judged by a standard that is absolutely false. There exists a tendency to judge a brew or a method of brewing by the amount of caffein and caffetannic acid present. The greater the percent of these two constituents in the coffee the less desirable it is in the eyes of the layman, which, to the trained chemical mind, is all nonsense.

Let us see what the figures in a coffee analysis really mean. The amount of caffetannic acid, in the first place, tells us absolutely nothing. The accepted method of determining caffetannic acid is to add lead acetate to the coffee solution, to precipitate lead caffetannate, and wash this precipitate free from lead. But does this really represent only lead caffetannate? No, it does not; the lead caffetannate must of necessity carry along as lead salts certain inorganic salts that are present in the solution and also any protein present, which means that the coffees yielding the greatest amount of protein in the extract are going to show the highest figures for caffetannic acid.

CAFFEIN CONTENT IMMATERIAL

The next constituent on which particular emphasis is laid is caffein. The amount of caffein present in an extract depends on various factors. Caffein is extremely soluble in hot water, so that with any method of coffee making practically all the caffein present in the coffee is extracted, so that even in the French drip pot method, if the dripping takes place slowly, all the caffein will be extracted in the amount of coffee ordinarily used. Just how much caffein can be dissolved out depends on the kind and amount of coffee used.

The greater the percent of caffein in the dry coffee, the greater the amount that can be extracted. The length of time during which the extraction takes place determines the percentage of caffein to a very large extent; but as has been

cited before, in any method of coffee making the caffein is practically all extracted. The grind of the coffee might also make considerable difference in the amount of caffein; the finer the grind, the greater the amount of surface presented by the coffee and the better the chance of extraction. The very position of the coffee in the pot may make a difference; the more spread out the coffee, the greater the surface presented for extraction. The difference in the amounts of caffein in a number of brews made of the same amount of the identical coffee, in different devices, is so small as to be almost within the limit of error in the methods.

FLAVOR AND AROMA EVERYTHING

What, then, should be our standard of values for the different coffees and methods and devices of coffee making? Just this: The value of coffee is dependent on two things—flavor and aroma. These are due to the volatile oils in the coffee, which probably form an emulsion in the hot water and go through into the extract. However, whenever the coffee is boiled we have a splendid opportunity of having the oils distill in steam and of being carried off into the air.

When coffee is percolated or made by the drip-pot method, the odor of coffee does not pervade the atmosphere. Who is not familiar with the expression, "How good it smells," as applied to boiling coffee? Alas! it does smell good, but why? We are carrying on a steam distillation which is carrying off into the air the very elements that give the coffee its aroma and taste.

Let us not judge coffee by its caffein and caffetannic content; let us cease trying to prove that one coffee or one method of making is better than another because the brew contains so many milligrams of caffein or caffetannic acid. Look the matter straight in the face, tell the truth; if all the caffein and caffetannic acid are present in the cup of coffee that can be extracted from the amount of coffee used, it has been shown that they are not there in sufficient quantities to be harmful. Let us place the emphasis where it belongs and use the coffee and the method which develop these.

ABOUT COFFEE FLOWERS

The number of petals to the flower of the coffee plant is not at all constant for the different species of coffee, not even for the flowers of the same tree, according to Dr. P. J. S. Cramer, Chief of the Plant Breeding Station of the Dutch East Indies Department of Agriculture. Dr. Cramer says that the petals of the corolla are so variable that they should never be taken in account for distinguishing species. Generally speaking, however, the blossom of the *Coffea Arabica* shows a five-pointed corolla, while that of the *Liberian* coffee species shows a seven-pointed corolla.

PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications,
Certificates Issued and Labels and Prints
Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 1, 1917.

HERE follows a complete record of the activities of the United States Patent Office during the month of August, in so far as they apply to the tea, coffee, spice and general grocery trades:

PATENTS GRANTED

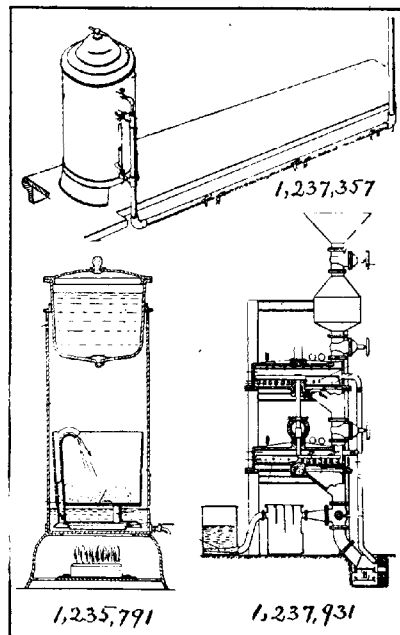
1,237,357. Coffee Urn and Heated Dispensing Attachment Therefor. Ernest Maker, Santa Rosa, Cal. A device of the character described, including a heating urn provided with spaced chambers, a steam blow-off pipe leading from one of said chambers, and dispensing pipes leading from both of the said chambers and arranged within said blow-off pipe. (Illustrated.)

1,235,791. Device for Preparation of Extracts. Katharina Gebhardt, geb. Zukalowski, Berlin, Germany. An apparatus for the preparation of extracts from foods and the like, such as coffee beans, malt coffee, tea, fruits, including sugar beet roots, parts of fruit, corn-malt, meat and the like, comprising in combination a vessel adapted to be heated and provided with a sieve-holder, carrying an upwardly extending pipe, a reservoir arranged in the upper part of the vessel, said reservoir being provided with an outlet passage directed into the sieve-holder, which can be regulated as desired, substantially as described (Illustrated.)

1,237,911. Process and Apparatus for Roasting Coffee and Other Substances. Pierre Malvezin, Sceaux, France. A process for roasting coffee, which consists in subjecting the coffee to a heating and to a cooling operation and keeping the coffee during the heating and cooling operation in an atmosphere of compressed air or other innocuous gas under a pressure that is higher than the maximum tension of the vapors that can be

given off by the said coffee at its roasting temperature.

An apparatus for roasting coffee and other substances, comprising vessels of suitable strength and resistance, adapted to be placed separately in communication with a supply of compressed



INVENTIONS PATENTED DURING AUGUST

air and containing suitable stirring devices, one of said vessels, that is situated above the other, being provided with heating means and being adapted to be placed in communication by means of a trap door and a sluice valve with the lower vessel that serves to cool the roasted substance. (Illustrated.)

TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

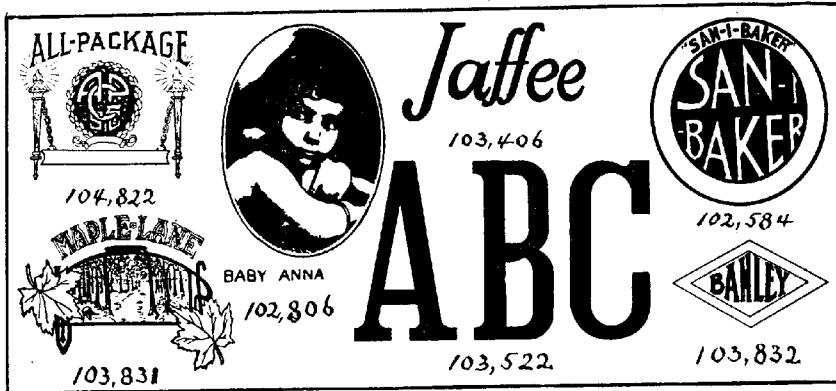
"C. B. C." No. 117,645. Chandler Brokerage Co., Atchison, Hiawatha and Horton, Kan. Coffee and other food products. First use, April, 1915.

"Camel" and picture of man leading a camel. No. 117,719. The Union Pacific Tea Co., New York. Coffee. First use, Feb. 1, 1890.

Registered July 24, 1917.

"Kolan." No. 117,791. The Tebbetts & Garland Store, Chicago, Ill. Blend coffee, First use, Feb. 1, 1917.

"Flor de Guatemala" and design. No. 117,770.



TRADE MARKS WHICH HAVE BEEN FAVORABLY ACTED UPON BY THE PATENT OFFICE

Arthur P. Martinez, Dallas, Tex. Coffee. First use, Oct. 1, 1916. Registered July 31, 1917.

"Buster Brown." No. 117,944. Steinwender-Stoffregen Coffee Co., St. Louis. Mo. Coffee, spices and flavoring extracts. First use, about July 10, 1906, or earlier.

"Red Band." No. 117,937. A. M. Smith & Co., London, Can. Flavoring extracts. First use, January, 1900.

"Gilt Edge." No. 117,907. M. O'Connor & Co., Indianapolis, Ind. Flavoring extracts. First use, since prior to 1890.

"Manhattan Coffee Mills." No. 117,895. Manhattan Coffee Mills, Inc., Washington, D. C. Coffee. First use, 1881.

"Cost of Selling" and design. No. 117,855. Groceteria Stores Co., Seattle, Wash. Peanut butter, lemon and vanilla extracts, spices, coffee, tea, cocoa; ground, bitter and sweet chocolate, etc. First use, Nov. 6, 1915.

Head of a chef within a winged seal. No. 117,826. The Cabell Co., Baltimore, Md. Flavoring extracts, spices, etc. First use, May 1, 1916.

"Supreme." No. 117,825. Burton & Davis Co., New York. Coffee, tea, catsup, spices, flavoring extracts, etc.

"Chef." No. 117,814. Berdan & Co., Toledo, Ohio. Cocoa, chocolate, etc. First use, April 1, 1902.

"Euclid Sunburst." No. 117,932. The Schuster Co., Cleveland, Ohio. Flavoring extracts. First use, Dec. 8, 1914.

"Lemonola." No. 117,887. Lemonola Manufacturing Co., Reno, Nev. Flavoring extracts. First use, Jan. 5, 1912.

"Moccasin" and design. No. 117,847. Foley Bros. & Quinlan, Inc., St. Paul, Minn. Salad oil, table sauce, chilli sauce, prepared mustard, etc. First use, Sept. 1, 1897.

"Blue Label." No. 117,837. Curtice Bros. Co., Rochester, N. Y. Preserves, catsup and condiments. First use, June, 1887.

Registered Aug. 7, 1917.

TRADE MARKS PENDING

The following trade marks have been favorably

acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING JULY 24, 1917

"San-I-Baker." No. 102,584. San I. Baker Corp., New Orleans, La. Coffee, tea, spices and flavoring extracts.

WEEK ENDING JULY 31, 1917

"A B C." No. 103,522. Arbuckle Bros., New York and Chicago. Tea.

WEEK ENDING AUGUST 7, 1917

"Bruhn's" and facsimile of portrait of Robert J. Bruhn. No. 103,284. Bruhn Medical Co., Waukesha, Wis. Flavoring extracts and spices.

"Jaffee." No. 103,406. Beech-Nut Packing Co., Canajoharie, N. Y. Food product made wholly of fruits and grains, which in proper combination with water makes a food beverage.

WEEK ENDING AUGUST 14, 1917

"Baby Anna" and picture of a child of Harry Rudman. No. 102,806. The Triangle Pure Food Co., New York. Mustard, mayonnaise dressing, peanut butter, etc.

"Maple Lane" and design. No. 103,831. Bany Levy, Brooklyn, N. Y. Coffee, farina, olive oil and cottonseed oil.

"Banley" and diamond outline. No. 103,832. Bany Levy, Brooklyn, N. Y. Coffee, olive oil, catsup, etc.

"All-Package." No. 104,055. All-Package Grocery Stores Co., New York. Prepared mustard, peanut butter, blend coffee, mixed broken coffee, cereal coffee, chocolate, breakfast cocoa, ground cocoa, tea, olive oil, flavoring extracts, spices, spaghetti, macaroni, noodles, etc.

PURE FOOD DIGEST

Notices of Judgments Issued During the Month by the Department of Agriculture

WASHINGTON, D. C., August 15, 1917.

THE United States Department of Agriculture has recently issued the following notices of judgment:

ADULTERATION OF COFFEE, CHOCOLATE, ETC.

4588. U. S. v. 85 Barrels of Salt, 350 Sacks of Sugar, 90 Kits of Pickles, 7 Cases of Currants, 5 Boxes of Raisins, 40 cases of Ground and Un-ground Coffee, 500 Packages of Mince Meat and 58 Boxes of Chocolate.

This refers to products as noted above, shipped into Kansas from Missouri in September, 1915, and found adulterated with a filthy, decomposed and putrid animal and vegetable substance.

On October 25, 1915, shipment was ordered to be delivered to I. H. Royce, Kansas City, Mo., claimant, under bond of \$1,000 and payment of court costs.

ADULTERATION OF JELLY

4608. U. S. v. 196 Pails of Jelly. Default decree of condemnation, forfeiture and destruction.

This refers to 196 pails of jelly, some of which were labeled, in part, "Net Weight 30 Pounds Eagle Brand Imitation Currant Jelly, Compounded from Juice from Apple Trimmings, Corn Syrup, Phosphoric Acid, artificially colored with certified color. Distributed by The Jewel Manufacturing Company, the Baker Supply People, Baltimore, Md." Delivered for transportation into the State of Massachusetts, and found adulterated with a filthy, decomposed and putrid vegetable matter and contained large quantities of worms and maggots.

On December 4, 1915, no claimant having appeared, it was ordered by the court that the product should be destroyed.

ADULTERATION OF OLIVE OIL

4611. U. S. v. Frances Spadaro et al. (Spadaro & Co.). Plea of guilty; fine of \$25.

This refers to a quantity of olive oil labeled "Rinomati Oleifici Spadaro." "Italia Prodotti Italiani Olio Extrafino. Net contents 1½ lb. 6½ oz." "The contents of this can is guaranteed blended oil by Spadaro & Co., Ltd., Under the Pure Food Law Act, June 30, 1906. Serial No. 55391." Shipped by Frances Spadaro and Vincent C. Spadaro, co-partners, trading under the firm name of Spadaro & Co., New York, N. Y., into State of Pennsylvania on October 12, 1914, from

New York, and found to be adulterated with cottonseed oil, in whole or in part, and misbranded because it was not strictly pure within the meaning of the Food and Drugs Act.

On April 7, 1916, defendant entered a plea of guilty and the court imposed a fine of \$25.

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make
for Self-Reliance and Freedom, in
Blending Sentiment with
Business

IF

If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowances for their doubting, too;
If you can wait and not be tired by waiting,
Or being lied about don't deal in lies,
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise.

If you can talk with crowds and keep your virtue,
And walk with Kings, nor lose the common
touch;

If neither foes nor loving friends can hurt you,
If all men count with you, but none too much,
If you can fill the unforgetting minute

With sixty seconds' worth of distance run—
Yours is the earth and everything that's in it,
And—which is more—You'll be a Man, my son!
—Kipling.

THE HAPPIEST MORTALS

It is not necessary to have what is called a university education in order to be useful or to be happy, any more than it is necessary to be rich to be happy. Great wealth is a great burden, and to have more than you can use is to care for more than you want. The happiest are those who are prosperous, and who by reasonable endeavor can supply their reasonable wants and have a little surplus year by year for the winter of their lives.—ROBERT G. INGERSOLL.

THE MERCY OF SLEEP

If one believed in angels one would feel that they must love us best when we are asleep and cannot hurt each other; and what a mercy it is that once in every twenty-four hours we are too utterly weary to go on being unkind! The doors shut, the lights go out, the sharpest tongue is silent, and all of us, scolder and scolded, happy and unhappy, master and slave, judge and culprit, are children again, tired and hushed and helpless.—BARONESS VON HUTTON.

THE POWER OF RIGHT

Even in war moral power is to physical as three parts out of four.—NAPOLEON.



THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

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WILLIAM H. UKERS
President and Editor

H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Assistant Editor

O. W. SIMMONS
Advertising Manager

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All Foreign Countries.....	\$2.50 " " "

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MEMBER

The Associated Business Papers, Inc.; The New York Business Publishers Association; The A.B.C. Grocery Press; The Advertising Club of New York; The Business Press Department of the Associated Advertising Clubs of the World; The National Editorial Association; Charter Member of the Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: Chicago—Louis Resnick, 6038 Stony Island Ave.; Washington—L. M. Lamm, 208 District National Bank Bldg.; San Francisco—G. P. Manchester, 88 First St.

LONDON: Thomas Reece, 34 Cranbourn Street; RIO DE JANEIRO: J. P. Wileman, 61 Rua Camerino; COLOMBO-Ceylon: The Ceylon Observer—A. M. & J. Ferguson.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXIII.

SEPTEMBER, 1917

No. 3

WHY NOT A "LIBERTY" COFFEE ROASTERS' CONVENTION?

When, last April, the war-time, panicky feelings, which sometimes seize upon hard-headed business men, had subsided, the leaders of the National Wholesale Grocers' Association realized they had made a mistake in postponing their annual convention, "owing to the war." Upon sober second thought they decided that their highest patriotic duty demanded that they meet as usual, and the memorable "Liberty" convention at Chicago followed. To-day, no trade organization is doing finer work for the cause of National Defense and in the interest of better business than the National Wholesale Grocers' Association.

The National Coffee Roasters' Association might well pattern after the Wholesale Grocers' Association, or, for that matter, after the unterrified wagon route coffee men's association, which has announced a most ambitious program for its second annual convention this month. When the roasters followed the grocers' lead and substituted for their "regular" convention at Detroit a two-days' business meeting at Chicago, we felt, with President Wilson, that there was no call to give up trade conventions or to let up on trade

organization activities. We hoped that the N. C. R. A. would reconsider, as did the grocers, and decide to make it a "regular" convention at Chicago after all.

Why not do this? Now, more than ever, coffee roasters need to come together for an interchange of ideas on perplexing war-time problems, for their own betterment, and to study how best they may serve their country. In this emergency the N. C. R. A. has a duty to perform not only as regards its own members, but towards the public in general and the trade in particular. They, too, ought to make it a Liberty convention, provide an attractive program, stage it in a manner calculated to attract visitors from all parts of the country, and send them back home better merchants and more useful citizens for the experience. It is all right to minimize the entertainment features, but we think it poor policy not to provide as full and complete a business program as has characterized previous conventions.

PREMIUMS WITH TEAS AND COFFEES

There is no valid reason why a coffee merchant shouldn't give premiums with his teas and coffees, providing the opportunity offered is alike to all purchasers. It isn't conceivable that in examining into the workings of the so-called lottery scheme employed by certain roasters the Federal Trade Commission will condemn the legitimate use of premiums. The "100-dish assortment" plan, if against public policy, deserves to go and no honorable coffee man will regret it. But premiums *per se* are good advertising, and when they are goods of quality they afford a means for placing a correct valuation on good will and continued patronage. As such they are entitled to their proper place in any sales plan.

PUSH THE ENEMY TRADING BILL

We hope Congress will speedily enact into a law the proposed enemy trading bill. It will be a protection to all honest traders. It aims to prevent trading with any individual or concern where the benefits are likely to accrue to resident enemies in Germany. There is no intention to prohibit transactions between American firms and independent concerns in South America or elsewhere, although having German names, or composed of German subjects having no connection directly or indirectly with any corporation, partnership or individual residing, or incorporated, or doing business within the territory of Germany or any of her allies, or where the benefits of such transactions with such South American concerns are for them only and for no others.

FOR A FREE GERMANY

As Mr. Balfour points out, the war with Germany cannot end, and the world cannot be made safe for democracy, until Germany is either powerless or free. There you have it in a nutshell. Would that we could get just this one idea across to some of our former German friends for whose business sense in the past we always had a strong admiration: No one wants to see Germany stripped of her power for good; all her honest foemen want to see her free—politically, socially and economically—and using her marvelous brain power and wonderful efficiency in making the world a better place for all mankind.

THE OBJECT OF THE WAR

The object of this war is to deliver the free peoples of the world from the menace and the actual power of a vast military establishment, controlled by an irresponsible Government, which, having secretly planned to dominate the world, proceeded to carry the plan out without regard either to the sacred obligations of treaty or the long-established practices and long-cherished principles of international action and honor; which chose its own time for the war; delivered its blow fiercely and suddenly; stopped at no barrier, either of law or of mercy; swept a whole continent within the tide of blood—not the blood of soldiers only, but the blood of innocent women and children also and of the helpless poor; and now stands balked, but not defeated, the enemy of four-fifths of the world.—WOODROW WILSON.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

P. S. DURYEE, formerly of Duryee & Barwise, a tea and coffee mail order house at 533 Greenwich street, New York, has accepted a position as assistant to the president of the Mercantile Trust Co. of New York. He began his new work on September 1.

S. M. NEWMARK, head of Newmark Bros., San Francisco coffee roasters, spent the week beginning August 13 on Catalina Island, recreating in the balmy breezes from the Pacific.

O. L. DEMING, advertising manager of the American Can Company, New York, who suffered a fall in the 7th Regiment armory, where he was visiting his son, a member of the regiment, is back at his desk, but is not yet fully recovered.

FRANK PAUL, agent for the Fuji Co., and other tea houses, returned to his office in San Francisco on August 27 after spending the preceding two weeks at Harbin Springs on his annual vacation.

RICHARD H. BOND, of McCormick & Co., the big Baltimore spice, extract and tea house, has been devoting most of his time of late as chairman of the draft exemption board in his district.

FRANK B. CONNOLLY, former president of the National Retail Grocers' Association, and present secretary of the California State Association, was appointed by the Mayor of San Francisco as a member of the reception committee to receive and entertain the special Japanese Embassy headed by Viscount Ishii.

F. G. VARRELMAN has been the recipient of many congratulations from his friends in the coffee trade since his recent appointment as manager of the coffee department of the Produce & Warrant Co., Inc., New York, in which city he was born and brought up and has many well wishers for his success in his new connection.

OBITUARY

HAROLD WEDDLE

Harold Weddle, president of the Weddle Tea Co., Inc., 339 Greenwich street, New York, died August 10 at his home, 24 Gramercy Park. Mr. Weddle was reputed to be one of the best-known tea experts in the world, and was the first man to bring India and Ceylon teas to this country. He

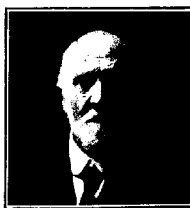
was born in England and came to this country when a young man. He leaves a widow, three brothers and a sister.

GEORGE H. HARTFORD

George H. Hartford, president of the Great Atlantic & Pacific Tea Co., and for 12 years mayor of Orange, N. J., died August 29 at Spring Lake, N. J., where he had been spending the summer. Mr. Hartford was 84 years old.

ROBERT HILLIS

Robert Hillis, president and founder of the Hillis Cereal Manufacturing Company, Brooklyn, N. Y., died at his home, 2312 Clarendon road, Brooklyn, on August 25, in his 74th year. Mr.



ROBERT HILLIS

Hillis was born at Glasgow, County Down, Ireland, and while still a youth became senior member of the firm of Robert Hillis & Co., tea and coal merchants at Newry. Before he was 16 years of age he was making business trips to London, Liverpool and Glasgow. He came to America in 1880, locating at Brooklyn, and becoming Western representative for the old coffee firm of Pupke, Reid & Phelps, now the Eppens, Smith Co. He had been experimenting with cereal substitutes for coffee and started in that business in 1884 under the name of the Hillis Plantation Coffee Co., out of which has grown the Hillis Cereal Mfg. Co., of which two of his sons, William J. and Joseph A., are, respectively, treasurer and secretary. Mr. Hillis is survived also by his wife, five daughters and another son.

LORENZO H. SWEENEY

Lorenzo H. Sweeney, one of the founders of the Dodge-Sweeney Co., a large San Francisco wholesale grocery house, died August 10 at his home in San Rafael at the age of 75 years. He was born in Magog, Quebec Province, Canada, in 1842, and went to San Francisco when he was 20 years old.

JOHN J. HIGGINS

John J. Higgins, chief of the pure food division of the Washington State Department of Agriculture, and a pioneer in the retail grocers' association movement in Washington, died at Seattle early in August.

MISCELLANEOUS TRADE NEWS

¶ A Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

SOLVING LOADING PROBLEMS

How a Pittsburg Wholesale Grocer Keeps His Delivery Trucks from Losing Time at Loading Platforms

ONE of the most bothersome problems in any large wholesale business is how to keep the delivery system always speeded up to its highest possibilities so as to increase profits by checking losses. The time lost through delivery wagons

hurst, Ltd., the big wholesale grocery house in Pittsburg, Pa., and the following article concerns the methods by which they have overcome the losses at the loading platform.

Their first step was to adopt motor truck delivery, buying their first machine some eight years ago. To-day the company has five large Packard trucks, and as a consequence has increased its territory fourfold at least over the days of horse delivery, or to a maximum radius of about 40 miles.

The high state of efficiency of the truck phase of the delivery system made the time lost in loading at the platforms stand out more glaringly than ever! It became evident that if the time of loading could be cut down and the trucks kept on the road instead of standing idle at the platforms, thousands of additional tons of groceries could be delivered, which would mean more profit.

And this is how Haworth &



LOADING BODIES IN THE STORE

and trucks standing idle at loading platforms, waiting for goods to be piled into place, probably constitutes one of the most vital factors in the whole problem.

Some wholesale grocers have solved the problem, others are still struggling with it, while a large majority are hardly conscious that the problem exists. In the first category appears the name of Haworth & Dew-



AT THE LOADING PLATFORM, SHOWING TROLLEY AND TRUCK

Dewhurst, Ltd., solved the problem: They obtained enclosed truck bodies of the removable type, *i. e.*, ones that could be easily slid off a truck chassis and back on again, even when loaded to capacity. Then they installed an overhead two-track trolley, leading from the loading platform back into the interior of the store, by means of which a body could be easily transferred from the truck to the store interior while suspended from the trolley through an I-beam sling and motor-driven chain.

This device cut down the loading time of each truck to a minimum of two minutes and a maximum of five, which meant a saving in time alone of from 500 to 900 per cent over former practices. Another result was that the trucks actually spent more time on the road and carried a greater tonnage than ever.

The method of operation can be briefly explained as follows: When a truck pulls up at a platform its removable body is immediately taken off and trolleyed back into the interior of the store, and almost instantly a loaded body comes by trolley to the platform, and is slipped in place on the chassis ready for delivery. Meanwhile, back in the store, men had already begun to load the other body which is to be mounted on the chassis of the next truck to come in.

The Haworth & Dewhurst trucks each cover an average of 12,000 to 15,000 miles a year under the present system, which is far in excess of the best record made during the days of horse-driven vehicles. They have enabled the company to expand its business greatly and to realize a greater profit at the end of each year. Other wholesale grocers may find in the measures adopted by Haworth & Dewhurst the solution to their own delivery-loading-platform problems.

JAVA IMPORT COMPANY FORMED

**Nordheim & Co., New York, Organized to
Act as American Agents for Well-Known
Dutch Import Houses and Will
Handle Tea, Cocoa, Copra,
Etc.**

THE firm of Nordheim & Co. has been established, with offices at 67 Wall street, New York, to conduct an import, export and commission business, handling tea, rubber, cocoa, tin, copra, cocoanut oil, tobacco and other Indian products. This concern will act as agents for von Nordheim & Co., the well-known Dutch house, with headquarters at Batavia, Java, also

the Indische Handels Maatschappij (Indian Trading Company) of Rotterdam, Holland, and Soerabaya, Java.

The members of the newly-organized firm are R. von Nordheim and J. J. A. van Meel. Mr. van Meel is a director of the Indian Trading Company and the owner of several steamers and sailing vessels now in the Indian trade. He is also the owner of the Loemadjang Tobacco plantation in Java, as well as oil and cocoa factories in Holland.

Von Nordheim & Co., Batavia, are directors and control the output of twelve Java tea gardens, three rubber estates, a cocoanut estate and a sugar mill. The firm also has the disposal of the production of several large Chinese rubber, tea and cocoanut plantations.

F. W. L. Dreckmeier, formerly with Frederick H. Cone, New York, will manage the new office.

WAGON DISTRIBUTERS TO MEET

A Digest of the Business Planned for the Annual Convention of the National Retail Tea and Coffee Merchants

THE annual convention of the National Retail Tea and Coffee Merchants Association, which is scheduled for September 25, 26 and 27 at Sherman Hotel, Chicago, is to be a record breaker, according to a statement by the association. The prediction is based largely upon the fact that the membership has increased 100 per cent since the last convention, and that some new features are to be introduced.

THE BUSINESS PLANNED FOR EACH DAY

The preliminary schedule of the meeting shows that the first day will be given over to committee reports, the second day to the regular association business, and the third day to electing officers and directors, finishing any left over business, choosing the city for the next convention and partaking of the annual association banquet. During the second and third day matters of particular interest to the visitors will be presented in speeches by well-known men.

One of the high lights of the convention will be the exhibition of goods by manufacturers and importers seeking business from the association members. On August 28, about 40 manufacturers and producers had reserved space for exhibits. In addition, Harry W. Meneley, secretary of the association and also counsel, has taken a leaf out of the National Retail Grocers' Association's handbook and has been soliciting advertising for an ambitious convention bulletin, approaching manufac-

TIN - AND - FIBER **CANS** **OF QUALITY**

**For Teas, Coffees, Spices, Cocoa, and Dry
Products Generally.**

In all the usual sizes and shapes from 1 oz.
up to 5 lbs. capacity.

¶ THE CANISTER COMPANY OF NEW JERSEY, Inc., paid up capital \$300,000.00, has taken over and is now operating the business formerly owned by The Canister Company, originator of the TIN-AND-FIBER container, in use in hundreds of packing concerns in the tea and coffee trade.

¶ In these days of high priced tin cans it will pay you to fully investigate the distinctive merits of the TIN-AND-FIBER CAN, which shrewd buyers have found to be the best and the most economic package.

¶ Full information, samples, and estimates supplied promptly on request; all charges prepaid.

CANISTER COMPANY OF NEW JERSEY

PHILLIPSBURG, N. J.

turers of premium specialties who sell or hope to sell the wagon route members of the association. A card in this bulletin entitles the advertisers to space for an exhibit.

In addition to his convention announcement, Secretary Meneley calls attention to the maiden number of the Merchandise Committee Bulletin, which carries prices in quantities to members of the association, naming the manufacturer and recommending the articles listed. It is planned to continue these announcements, supplemented by descriptive matter furnished by the manufacturers.

The association has also established a clearing house for such premiums as may have become "stale" in certain localities, these to be taken over from the original owner at his cost price or exchanged for other merchandise in similar condition.

MARKETS OF THE WORLD

Latest News Letters from Staff and
Special Correspondents in Foreign
and Domestic Trade Centers

OUR LONDON LETTER

The Latest News from Mincing Lane and the
Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourn Street, London, W. C.

LONDON, August 10, 1917.

THERE are now fears in this country that there will be a serious shortage of tea before long. The only thing that could stop it would be an increase in the allotment of tonnage to the trade in the next few months, and it is urged that there is sufficient to bring home all the tea required without interfering with the shipment of other necessities.

The various schemes for controlling the tea trade have not worked out well. Originally, prices were fixed so that it could be sold retail at 56 cents, 64 cents and 75 cents per pound, but provincial dealers complained that they were at a great disadvantage because they would have to pay carriage, whereas the London retailer or dealer would not. Then the scheme was modified, and whilst B class of tea could be sold up to 75 cents, C and D could be sold at any price. This

seems to have worked out so that the profits of the producer are severely limited whilst the consumer has to pay more than he otherwise would have done.

TEA SALES MYSTIFY BROKERS

Tea brokers are frankly mystified by the course of the recent tea sales. There was again the keenest demand for the better descriptions of Indian teas, especially for the free "D" class, the price of which may now be said to average about 50 cents a pound (of course not including the 25 cents a pound duty), as compared with about 42 cents a week earlier. Though there was fair competition throughout for all broken varieties, quite a large quantity of the cheaper teas failed to find any market. The anomaly of the present situation is apparent when it is remembered that the whole system of control has been instituted with the object of restricting the prices. There is now tea available at 22 cents and 25 cents a pound, but much of it is left absolutely alone.

CHINA TEA TRADE IS HANDICAPPED

The latest tea auctions of all embraced some 40,000 packages, over half of which consisted of Indian growths, or considerably more than in the previous few weeks. The result proved fairly satisfactory in spite of the irregularities involved by the present control. At the Indian tea sales competition was chiefly on the broken leaf grades, which were generally absorbed at the full official limits, whereas the whole leaf grades, especially under class "A," met with no eager demand, and part of these had to be withdrawn owing to the minimum rates being unobtainable. There was a lively demand for Ceylon tea, more particularly for the better qualities, which were disposed of at the maximum rates, in spite of the irregular tendency of the poorer leaf grades. The China tea trade is badly handicapped by the prohibition of imports, the stocks available being small, and there is no prospect of any revival in this direction.

The coffee market has been showing a firm tone here and higher prices have resulted at recent public sales. Only small quantities were offered, however, and these readily found buyers. The firm tone of the market is attributed to the smaller quantities offered. Supplies put forward previously had been in excess of the demand. Stocks of fine qualities are certainly very short, but inferior descriptions are plentiful, they, however, receiving very little attention.

In the Prize Court on July 31, the president, Sir Samuel Evans, delivered a preliminary judgment in the first of the condemnation cases concerning



coffee shipments. The coffee in question was shipped from Brazil to Scandinavian ports, the Crown alleging that it was really destined for Germany. The shippers were Trinks & Co., of Santos or Hamburg, or firms in Brazil controlled by Trinks, and the coffee was consigned ostensibly to neutral firms in Scandinavia and Holland, most of whom were proved to be mere agents of Trinks. His lordship condemned as prize 13,450 bags of coffee of 132 pounds each and 25 barrels of Paraguay tea. The cargoes condemned amounted to over 1,000 tons, and were seized on eighteen vessels.

John McEwan, of the firm of McMeekin & Co., and a recognized authority in the tea industry, has decided to retire from the firm, chiefly for reasons of health. Of forty-eight years of active business life, Mr. McEwan has spent forty in directing the affairs of the firm.

TRADE IN GUADELOUPE

Report on Cacao and Coffee Crops in French West Indies for the 1916-1917 Season

By HENRY T. WILCOX
Guadeloupe, F. W. I.

ALTHOUGH the harvesting of cacao in Guadeloupe continues throughout the year, there are two well-defined seasons during which the quantities gathered are much greater than at other times. The first and by far the more important begins in October and ends in March, while the second lasts during June, July and August. It is the opinion of reliable merchants and planters that the crop which has just been harvested is about equal to that of 1915-1916, both in quantity and quality.

DEMAND FOR CACAO FALLING OFF

As a result of the scarcity of sugar in France the manufacture of chocolate has been greatly curtailed, the demand for cacao has fallen off, and the prices offered the planters of Guadeloupe have been 26 per cent less than those paid during the previous year. The average price paid by dealers for cacao that has reached the market since October, 1916, has been 17 cents a pound.

The results of the coffee crop for the winter of 1916-1917 have borne out earlier predictions

that the harvest would fall much below that for last season, reliable estimates now placing the yield at only 50 per cent of the 1915-16 crop. The average prices offered by the dealers have been 21½ cents a pound for *Habitant* and 23 cents for *Bonifieur*. The present quotations of the French market are \$26.97 for 100 pounds for *Habitant* and \$28.50 for *Bonifieur*.

PORTO RICAN COFFEE IN 1917

Normal Crop Expected, But Planters are Advised to Grow Vegetables to Offset Possible Low Prices

[FROM A STAFF CORRESPONDENT]

SAN JUAN, PORTO RICO, AUG. 14, 1917.

INFORMATION reaching the *Revista Cafetera* from its correspondents throughout Porto Rico indicates that the coffee crop apparently will be normal. In some districts the prospects are reported to be excellent and in others as being bad, but as a rule the coffee in the lowlands is in fine condition, while that higher up has suffered from winds and drought.

COFFEE PLANTERS MAY ALSO GROW VEGETABLES

The *Revista* advises its readers that the planting of vegetables on their coffee plantations will enable them to make money even if the price of coffee falls as low as \$10 per cwt., whereas without a supply of vegetables on hand a price of \$25 per cwt. would give no profit. It advises the raising of potatoes and onions as the two most profitable crops for Porto Rico.

"Despite the total elimination of Germany, Austria and other countries of Central Europe, and the almost total elimination of Holland, Denmark, Norway and Sweden from the coffee market, the world supply of coffee is very little, if any, larger than it was this time last year," asserts the *Revista*, which also states:

"But the weakness of the situation in so far as Porto Rico is concerned lies in the greatness of the stock in the United States and the prospect of a heavy crop in Brazil. The stock that has accumulated little by little in the States is sufficient for the necessities of the country for three or four months—some say six; and with this situation coincides the beginning of the new Brazilian yield, which from all indications will be heavy. As Europe is of small importance now as a coffee market, the greater part of the Brazilian crop will have to be sold in the United States, and the large

NEW EQUAL VALUE ASSORTMENTS

Puritan China will delight your most discriminating patrons. Ask for samples and details—there's no obligation.

THE LIMOGES CHINA CO.

W. I. GAHRIS, Pres.

SEBRING, OHIO



"But Can Paper Bags Hold Powdered Substances?"

Occasionally we hear this question from a Packer who still thinks of "a paper bag" as being necessarily the cheap, crude article he sees on the huckster's wagon. We are especially glad to answer this question.

Where a Packer is using a board *Carton* for a powdered (or even semi-powdered) substance, he will find that his Packing Room inserts a special "liner bag" to prevent sifting. *The chances are strongly that we made that "liner bag."*

Now if a *single*, light-weight Paper Bag can be made to contain fine powders reasonably well (where the heavy *Carton* fails) we should be able to accomplish even more in *The UNION DUPLEX Lines*.

Yes; Paper Bags will, with a success second only to the can, contain any dry, non-perishable food-stuff—powdered or otherwise—that can be readily poured into the opened Bags.

In general, it is not safe to draw off-hand conclusions as to what "a paper bag" can or cannot do. *Consult a large-scale manufacturer.*

UNION BAG & PAPER CORPORATION

(Name of the Nearest Selling Agent upon request)

PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY

stock that this latter country has on hand will enable it to pay what price it wants to.

"This is no mere deduction of ours, but the opinion expressed by specialists in the American press. Many merchants say they are not going to play the part of a philanthropist this year—as if they had done so before—and that they are prepared to impose a penalty on Brazil and get out of the situation all of the advantages possible."

HARWOOD HULL.

OUR CHICAGO LETTER

News of the Trade in the Windy City Gathered by Our Own Correspondent

CHICAGO, September 1, 1917.

THE tea and coffee trade here is still marking time pending final action on the Federal war tax bill, although some dealers claim to have advices indicating that both these commodities will be excluded from the bill before it is passed. The coffee business seems to have suffered most as the result of the protracted discussion at Washington. The tea men report that buyers are taking everything offered in the lower grades and that what supplies of the higher grades of tea are available are also selling well for this period of the year.

HOW WAR AFFECTS THE N. C. R. A. CONVENTION

The political situation resulting from our entrance into the world war is producing a marked deterrent effect on the activities of the National Coffee Roasters' Association. The annual convention to be held here November 7-8 has not only been reduced from the customary four-day programme of business and social events to a two-day affair, but it has virtually been decided, according to George W. Toms, secretary of the association, to confine this year's convention strictly to business.

COFFEE RESEARCH LABORATORY ABANDONED

Among the other important matters to come before the convention will be that of establishing a coffee research laboratory. National and international developments of the last few months have "knocked on the head" all plans for such laboratory and the idea has been temporarily abandoned, said Frank R. Seelye, president of the association. The convention will be asked

whether it is desired that efforts to materialize this dream of three or four years be continued.

WAR DEPLETES TRADE WORKING FORCES

Enlistments and the army draft have caused a considerable labor shortage in the coffee and tea houses here, but this industry seems not to have been disorganized to the extent that many others have as a result of this phase of the war. Many of the young men have gone to the training camps, but as a result of the usual summer slack and the hiatus caused by the impending revenue legislation, the majority of houses are able to get along with decreased working forces.

ARMOUR MAY INVADE COFFEE FIELD

Perhaps the most important event in the local coffee field is the prospective advent of Armour & Co., meat packers, into the coffee field. Rumor has it that the company has decided to take on a line of coffee and that its business in that line will be handled by H. H. Hixon, president of the Chicago firm of that name. While neither Mr. Hixon nor the Armour Company would discuss the matter in detail, they admitted that negotiations along the line indicated were under way.

If the arrangement is completed, Mr. Hixon will represent the Armour Company personally, and the business of his own firm will go on as usual.

The situation as to tea supply is growing steadily worse. There is a moderate supply of high-grade Japan, but all the other better qualities are scarce, dealers report.

The Atlantic & Pacific Tea & Coffee Company is equipping a baking plant to supply the bread for its score or more of stores in Chicago. William Miller, a prominent tea broker of Cincinnati, was a visitor here this week on his way home from a vacation in Michigan.

L. R.

GOOD THINGS FROM GOOD MEN

J. L. Harrell, Sol H. John Coffee Company, Little Rock, Ark., writes: "We feel that the 'Little School Master' is a large part of our stock in trade and look forward to its coming each month with much pleasure. It is always full of good things from good men. We wish you the continued success you deserve."

THE BEST IN THE GAME

Ide Tea Company, Inc., wholesalers and retailers of coffees, teas, extracts, spices, baking powder and cocoa, 744 Grandville avenue, Grand Rapids, Mich., writes: "Enclosed find check for one year's renewal subscription to 'The Blue Book,' the best in the game."

PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS Branch Offices: NEW YORK, CHICAGO

A Complete Line of Trade-Marked Protective Papers

including Glassine, Parchmoid, Vegetable Parchment and Imitation Parchment is manufactured and sold by the Diamond State Fibre Company, the largest manufacturers of protective parchment papers in America.

This line is sold under the trade name of DIAMOND-F PROTEX PAPERS which is plainly marked on every package.

DIAMOND-F PROTEX PAPERS are odorless and free from wax or other greasy or foreign materials. They are relatively airproof, greaseproof, germproof and acidproof and are used in many instances for packages instead of tin.



Remember the name—DIAMOND-F PROTEX PAPERS and see that this identifying mark is on every package of parchment paper you buy.

Diamond State Fibre Company
Bridgeport, Pennsylvania
(near Philadelphia)



CARTONS OF CHARACTER

Packers of coffee and other products can solve the container problem by using our line of distinctive cartons. They are comparatively inexpensive. They will bring your product to the consumer in good condition. They are unusual in design and workmanship and will build sales.

Now that tin can prices are almost prohibitive, cartons are coming into their own as coffee containers. An increasing number of coffee packers are using our cartons to their profit.

We have the equipment and organization for turning out a superior line of paper containers and can take care of your requirements for cartons for packing coffee, tea, spices and other dry products.

Let us send you samples of work we are doing for others in your line.



Walker Litho & Publishing Co.

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Mfrs. of high grade cartons and advertising specialties



THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, September 4, 1917.

THE month has shown little, if any, change in the coffee situation. Trade is dull even beyond what might reasonably be expected at this time of the year. A few frost cable reports have come forward and caused a slight spurt in the option market. They were followed by reports of warmer weather and the market very promptly slid off.

WAR TAX NOT TO AFFECT CONSUMPTION

The paragraph relative to coffee, as printed in the revised revenue bill, failed to create any fresh sentiment. The tax is not expected to affect consumption and the exemption of 200 pounds in the hands of the retailer is considered an ample allowance. The market continues heavy and bearish sentiment predominates.

BRAZIL MAY LIMIT RECEIPTS AT SANTOS

Brazil has proposed again to limit the receipts at Santos to 50,000 bags daily after September 1. This will sustain the market a little, as unusually heavy receipts would without question cause a further decline. The next crop will be a heavy one. Certain quarters report a lack of funds and a shortage of labor, which may have an effect later.

Mild coffees are heavy and receiving very little attention. At present prices the better grades, particularly Columbians, are good property. With the fall trade approaching, it would seem as though there should be a good advance in these types of coffee.

LACK OF FREIGHT SPACE STILL HAMPERS TEA

The tea market has had a fairly good distributing trade, with no haggling over prices. The most serious feature is the lack of steamer space, and so far as Ceylons are concerned there is fear that there may be no tonnage at all. The loss of vessels through submarine attack is adding to the difficulty. Japans are higher, as offerings are light with no definite shipping date promised. China

teas are in a strong position, with the financial situation there unsettled. There is every likelihood of even higher prices than those ruling at present throughout the list.

THE SPICE MARKET IS GENERALLY ACTIVE

The market is active, due to the usual demand at this season. Higher freight rates and lack of shipping space are the disturbing factors. **PEPPER**—All grades are active and higher. Stocks are small and shipments delayed. **CLOVES**—The supply is steadily shrinking. There is an embargo on exports at Zanzibar. Prices are certain to advance. **PIMENTO**—Jamaica reports a small crop and prices are therefore steady. **CASSIAS**—Prices are a little lower, but a very heavy demand is expected on account of extra canning and prices should be much higher. **GINGERS**—All grades are light, and although prices are steady they are expected to advance. **MACE**—The market is firm with an increased demand. **NUTMEGS**—Stocks are reduced and arrivals are likely to be small. The market should remain firm.

INFORMATION FOR BUYERS

Pithy Suggestions as to Where and How to Buy to the Best Advantage

BUYERS in all branches of the tea, coffee and grocery business will find it to their advantage to read this department every month. Only items of legitimate trade news intended to be informative and helpful to buyers, and all carefully edited, will be published here.

DIRECT IMPORTATIONS OF JAVA TEA

Eugen Boissevain & Co., 27 William street, New York, announce that they are receiving large shipments of tea direct from several large tea estates in Java, and that they are also bringing in spices, coffee, copra, rubber, etc.

This firm, an American corporation, was established about two years ago, and makes a specialty of Java products. Eugen Boissevain, head of the concern, states that his firm is receiving large

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocos under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

Your money has been spent

To place your coffee in the homes. Too little has been spent to keep it there.

When your splendid blend is spoiled by wrong brewing methods, and your coffee is condemned

What is your profit?

Leading houses who sell thousands of Tricolators will tell you that they eliminate any chance of spoiled coffee. Give your salesmen a chance to show your coffee at its best.

TRICOLATORS



Bring out all that beautiful color, rich flavor fine body and aroma you want your coffee to show and it stays that way for hours. Why not have your customer enjoy these benefits. .

Sizes from 2 to 9 cups for homes, up to 18 gallon urn attachments for hotel and restaurant service.

Used in such hotels as the Astor, McAlpin, St. Regis in New York; Wm. Penn, Pittsburgh; La Salle, Chicago; St. Francis, San Francisco; Statler's and thousands of others.

Demonstrating sample 9 cup size as illustrated, filter holder and china urn complete, to any dealer \$2.00.

A postal card will bring it—prove it to your own satisfaction—then you too, will insist on Tricolorator Coffee Makers.

Order today.

THE TRICOLORATOR CO.

116-120 W. 32nd Street

NEW YORK

62-64 East South Water St.

CHICAGO

quantities of high-grade teas and other commodities grown in Java, and that buyers now have an unusual opportunity to secure exceptional value in these goods. Mr. Boissevain emphasizes the point that in trading with his concern buyers are dealing with direct representatives of Java producers.

INDIVIDUAL TEA MAKERS

In view of the growing demand for individual tea makers for restaurant and hotel use, it will interest tea distributors to know that the National Urn Bag Company, 174 East 104th street, New York, is probably the only concern in the country that specializes in the making of these devices. About seventy people in a complete and sanitary plant devote practically all their time to turning out individual cotton tea makers.

A unique feature of this business is that in addition to manufacturing the tea makers, or tea "Perfectors," as they are termed, this firm also packs the tea in the bags, if desired. The management states that they are now putting up tea for several large concerns, thus relieving the importer of this detail. The distributor sends his bulk tea to them and it is carefully packed in a sanitary manner in a special department created for this purpose.

A trip through the factory shows close attention to cleanliness and the comfort of the employees. Specialization is doubtless the answer to the rapid growth this firm has made during recent months.

CANADIAN EMBARGO ON TIN PLATE

The Canadian embargo on tin plate and receptacles made from tin plate has been expanded to include prohibition of exportation to all countries other than the United Kingdom, British possessions and protectorates. Exportation is thus prohibited to the United States.

SALIENT TRADE NOTES

The Cauchois Coffee Company, New York, has moved into a new six-story coffee roasting, grinding and packing plant at Seventh avenue and Thirty-sixth street.

The Grace Club, composed of 500 of the employees of the W. R. Grace & Co., New York, held their annual outing at Great Neck, L. I., on September 8.

The Great Eastern Coffee & Tea Company, St. Louis, Mo., has increased its capitalization from \$25,000 to \$50,000.

Earnings of the Diamond Match Company applicable to dividends on the \$10,965,100 outstanding stock in the first half of the current fiscal year, after deducting excess profits tax and liberal wage bonuses to employees, were around \$1,500,000, or at the rate of 17 per cent, as compared with 15.50 per cent last year.

Cobb, Bates & Yerxa Company, Boston grocers, are making exterior improvements to their coffee roasting department, including the installation of two more No. 1 Burns roasters and a smoke suction system with chaff collector.

The Montclair Chocolate Company, Brooklyn, N. Y., has been incorporated, with capital of \$250,000. Incorporators are: O. J. Martens, D. Haar, P. F. Meyers.

Manning & Co., Seattle, will install a two-bag "Jubilee" coffee roaster.

The Flavoring Extract Manufacturing Company, Inc., Manhattan, N. Y., has been incorporated to manufacture flavoring extracts, perfumes, etc.

The Pacific Coffee Stores Company has been equipping its stores in various towns in California with small roasting plants, all of which are of Burns make of half-bag capacity.

The Western sales representatives of Hills Bros., the big tea and coffee importers of San Francisco, recently held a convention that lasted a week.

DANNEMILLER
COFFEE CO.
BROOKLYN-N.Y. CITY.

COFFEE—Roasted and Green
To Wholesale Dealers Only

W.R. GRACE & CO
NEW YORK - SAN FRANCISCO
NEW ORLEANS

GRACE

COFFEE
ALL VARIETIES

WE MAINTAIN OUR OWN EXPERT OFFICES
IN ALL COFFEE PRODUCING COUNTRIES

GRACE SERVICE
GRACE CO-OPERATION

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The W. S. Quinby Company, Boston, is experiencing a rush of business and is planning to increase its facilities. Recently several No. 11 Burns grinders were installed, four of them having 2-horsepower motors attached directly to the mill frame.

The Southwest Wholesale Grocery Company has been incorporated in Oklahoma City, Okla., with capital of \$250,000.

The Acme Tea Company, now a part of the American Stores Company, Philadelphia, is having two more Burns roasters installed in its big plant.

The All-Package Grocery Stores Company, which now has 149 stores in operation, 104 of which are in the East, has a new president in the person of E. N. Raber, well known in connection with the Riker-Hegeman chain of stores.

A completely equipped coffee roasting plant will soon be installed in the big Chicago warehouse of the Great Atlantic & Pacific Tea Company, at Thirty-ninth street and Normal avenue. There will be four No. 1 Burns roasters, with cooler, stoner, green coffee milling machine and a complete dust suction system, all similar in design to the eight-bag equipment recently set up in their Bronx, N. Y., warehouse.

The Austin-Taylor Grocery Company, Austin, Tex., has moved into temporary quarters pending the repair of their new building at East Third and Neches streets, which was recently damaged by fire.

Rockwood & Co., Brooklyn, N. Y., has contracted for ten Burns No. 1 cocoa roasters similar to ones now in use by the company.

Mitsui & Co., San Francisco, recently lost the freight steamer *Koto Hira Maru*, which went ashore in the Eastern Pacific. The vessel and cargo were valued at about \$1,000,000.

The Produce & Warrant Company has installed in its New York office at 82 Wall street a complete coffee testing outfit, including one of the

latest model Burns testing tables with vitrolite top.

The Twohy-Pattison Company, Superior, Wis., which was recently incorporated at \$200,000, expects to begin operations in the fall in the Twohy-Eimon Company building.

When the Alton Mercantile Company, Enid, Okla., moves into its new building in the near future, much of the present coffee equipment will be reset, while considerable new apparatus will be added, including a two-bag "Jubilee" roaster, a Burns mixer for twelve-bag lots of green coffee, a roast coffee sifter, a granulator for steel-cut coffee, and a system of metal storage bins. There will also be a complete Burns peanut butter plant.

In our July issue the types made us say that John O'Donohue's Sons, New York, were coffee roasters, whereas practically every one in the trade knows that they do not roast coffee but handle only the green product, being one of the oldest importing houses in the United States.

The Grand Lake Company, 30 Broad street, New York, wishes to correct the impression that it manufactures cartons. This firm specializes on paper bags and parchment liners for cartons but does not make cartons.

The small Burns peanut and coffee roasting machine which the Japan Tea Company, of St. Paul, has used in its window to attract trade, is to be replaced by one of the latest No. 15 Jubilee roasters of two-bag capacity.

The A. Blanton Grocery Company, Marion, N. C., has been chartered to do a wholesale and retail grocery business, with capitalization of \$250,000 and permission to begin with \$100,000.

F. Bischoff, Brooklyn, N. Y., chocolate manufacturers, has contracted for considerable new equipment, including a battery of four No. 5 Burns roasters.

The Rice Cereal & Milling Company, Ft. Wayne, Ind., has increased its capitalization from \$100,000 to \$1,000,000.

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When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

TELLING HOW COFFEE IS PREPARED

Comparatively few coffee packers realize the advertising value of informing the consumer of the particular plant equipment they possess for preparing and putting up their products for the market. The H. G. Tomblor Grocery Company, coffee roaster of Easton, Pa., has found this to be valuable publicity, and is supplying its retail trade with quantities of three-color, eight-page illustrated folders that tell the story of the firm's Blue Knot brand coffees from the plant's warehouse to the automatic packaging and sealing machines. The illustrations show the storage room filled with bags of green coffee, the roasting plant, milling machine and cup elevators, a battery of roasters with a capacity of 2,500,000 pounds per year, the coupon machine which automatically places a Blue Knot coupon in each package, and the automatic packing, weighing and sealing machine that turns out the cartons of coffee at the rate of sixteen per minute. The back of the folder is given over to illustrations of the Blue Knot Family of products, including coffees, teas, cocoa and other grocery specialties.

USEFUL GROCERS' TRADE DIRECTORY

The 1917 edition of the Orrin Thacker directory of wholesale grocers, chain stores and semi-jobbers in the United States and Canada recently came from the press. A feature of this year's edition is the listing under headquarters, where branches, if any, are located, and under the listing of each branch the location of the headquarters is designated. The advantage of such information is obvious. The volume is published by the Orrin Thacker Directory, 33 West Gay street, Cleveland, Ohio, and is priced at \$1.25 per copy of 136 pages.

Scott's Toilet Preparations, Inc., Lockport, N. Y., has been incorporated, with a capitalization of \$50,000.

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The liner for your cartons should be correctly made of material that will effectually protect your product and sold to you at a reasonable price. You will find that GRAND LAKE liners meet these requirements.

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